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THE NATIONAL NEWSPAPER OF MARKETING

Whitehall Test Job Won Kolynos for Tatham-Laird

Agency Had Worked on New Brands Before Fatt's Frankness Lost Dentifrice

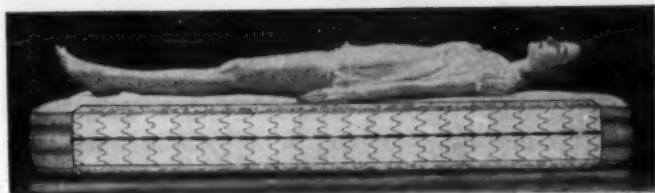
NEW YORK, Jan. 2—Whitehall Pharmacal Co. revealed Tatham-Laird as the "undercover" agency which has been working on a new consumer product today when it appointed the Chicago agency to handle its Kolynos toothpaste advertising.

When Arthur C. Fatt, president of Grey Advertising, on a New York television interview, said he had used a dentifrice other than Kolynos that morning, Whitehall fired Grey (AA, Dec. 16). The company said then that Kolynos would go to a shop which had been working quietly with a Whitehall product not yet on the market.

Ken Laird, president of the agency, said it had been working on the unnamed product for three months. He described it as being in the pre-test market stage.

Along with Kolynos, Tatham-Laird gets two other mystery products which had been earmarked for Grey before Mr. Fatt's interview. Mr. Laird said the two products were about in the same stage of development as the one T-L had been working on.

■ Jim Fitzmorris is the new account supervisor for Kolynos at
(Continued on Page 72)



NEW FREEDOM FOR YOUR BACK! **NEW BACK-CARE BY SIMMONS!**
First and only mattress with a built-in bedboard!

FIRM REST—This b&w spread will be used to introduce a new Simmons orthopedic type mattress in February issues of Look and The Saturday Evening Post and will run throughout the year in the magazines.

Simmons Adds New Lines, Logo, Hikes Ad Budget to Bolster Sagging Mattress Sales

NEW YORK, Jan. 2—To combat sagging sales, a problem not uncommon these days in the furniture and bedding industry, Simmons Co. will embark on an expansion and diversification program, backed by a record national advertising budget of more than \$5,000,000 this year.

The company has reported gross sales of approximately \$128,000,000 for the year ended Dec. 31, 1957, compared with \$140,000,000 last year.

Simmons, however, expects that its "sales in 1958 will be up from 1957 to equal 1956 figures."

Grant G. Simmons, president, has announced the company will introduce a number of new prod-

ucts in 1958 and will add two divisions for the manufacture of juvenile furniture and a living room line, all to be marketed under a new trademark.

The big promotional item, a new orthopedic-type mattress—the Back-Care mattress—will be introduced this month, initially at the International Home Furnishings Market, which opens in Chicago Jan. 6. The new juvenile

line will be ready in February, as will the living room line, which is starting out in the contract, or institutional, market and later will be extended to the consumer field.

■ The company is building a new plant in Munster, Ind., to go into production in 1958, and has acquired additional manufacturing facilities in the Chicago area, to bring to 11 the number of domestic plants in operation, Mr. Simmons said.

Following its customary policy of allocating most of the national ad budget to magazines, Simmons has scheduled three major promotions for its two bellwether products, the Beautyrest mattress and Hide-A-Bed, and for the new Back-Care mattress.

A drive for what it calls an "all-new Beautyrest" will break Feb. (Continued on Page 69)

Last Minute News Flashes

Beirn Is Named President of LaRoche

NEW YORK, Jan. 3—F. Kenneth Beirn, formerly president of Ruthrauff & Ryan and senior vp of Erwin Wasey, Ruthrauff & Ryan, will join C. J. LaRoche & Co. as president. James D. Webb, now president of the agency, will become chairman of the board. Mr. LaRoche, who has been chairman and treasurer, will continue as treasurer and now becomes chairman of the executive committee. Mr. LaRoche and Mr. Beirn, longtime friends in the advertising business, also are brothers-in-law. Mr. Beirn went to R&R when the old Blow-Beirn-Toigo agency, of which he also had been president, dissolved in 1956.

Wausau Paper Mills Names Waldie & Briggs

BROKAW, WIS., Jan. 3—Wausau Paper Mills Co., bond and offset printing paper manufacturer, has named Waldie & Briggs, Chicago, to handle its advertising. The account, which bills in the neighborhood of \$100,000, formerly was handled by Raymond Heer & Associates, Chicago.

(Additional News Flashes on Page 73)

\$2,000,000 Ringlet ...

D'Arcy Wears Halo into Colgate's Agency Stable

Vel Bar Expected to Follow; Frey Resigns, Joins Ogilvy Agency

NEW YORK, Jan. 3—Colgate-Palmolive Co. today awarded the \$2,000,000-plus Halo Shampoo account to D'Arcy Advertising, a new agency in the company's stable.

D'Arcy succeeds Carl S. Brown Co., which resigned both Halo and

Vel Beauty Bar Nov. 7 (AA, Nov. 11, '57). Under the recent company reorganization, Halo is a product of the toilet articles division, while Vel is handled by the household products division. It is expected that Vel Beauty Bar will follow Halo into D'Arcy.

■ Elsewhere in the company this week, Samuel Frey resigned as media manager of the household products division to join Ogilvy, Benson & Mather as vp and director of media, reporting for work Jan. 13.

And Richard Colgate, brand manager for the entire Palmolive men's products, Cashmere Bouquet and Veto lines, who is the eldest son of the late Henry A. Colgate, requested a six months' leave of absence to settle affairs of his father's estate. Former vp, secretary and director of the company, Henry Colgate died Oct. 16.

Mr. Frey has been at Colgate for the past four years and was media director of the company before the reorganization. Prior to joining Colgate he was vp and media director of Doherty, Clifford, Steers & Shenfield. His successor at Colgate has not yet been named.

■ In Mr. Colgate's absence, Paul Byrne, assistant brand manager on Lustre-Creme, will supervise the Palmolive men's and Cashmere Bouquet lines, while the Lustre-Creme products manager, Joe Deimling, will handle the Veto deodorant line. These assignments are temporary, Colgate reports.

The D'Arcy selection was made
(Continued on Page 8)

Ayer Departure at Avisco Seen as Du Pont Bid

American Viscose Names Arndt, Preston; Says Shift 'Frees' Ayer

PHILADELPHIA, Jan. 2—Will 1958 bring more Du Pont business to N. W. Ayer & Son?

This was a hot speculation today in Philadelphia agency circles, after Ayer and American Viscose Corp. announced they would part company March 31.

On that date, Avisco—a Philadelphia company—will move its account to another Philadelphia agency—Arndt, Preston, Chapin, Lamb & Keen.

Ayer has handled Avisco since 1955. The account, at one time, was billing more than \$1,000,000. In
(Continued on Page 72)

Pay TV, Net TV, Postal Rate Hike Slated for Encores Before Congress

Comparative Price Ads, Tranquilizer, Toothpaste Copy Also Face Scrutiny

WASHINGTON, Jan. 2—Toll tv and the uncertain outlook for business are expected to provide some fresh

talking points as Congress drifts back from its four-month recess.

Committees handling such old favorites as postal rates and network domination of tv will resume from the point where they left off, while the Blatnik committee, which explored cigaret advertising last summer, shows signs of broadening its scope to include comparative price advertising and advertising for tranquilizers and toothpaste.

Toll tv and the business outlook have taken on fresh urgency since Congress pulled up stakes in August.

With the Federal Communications Commission planning to get to work on toll tv tests in another 60 days, a powerful drive is shaping up for a resolution preventing the commission from authorizing any toll operations.

■ Broadcasters leading the fight against toll tv look to Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, to put over the "stop toll" bills. As an indication
(Continued on Page 72)

Pettersen Agency Gets Polk Bros.; Predicts Billings of \$1,300,000 in '58

CHICAGO, Jan. 2—Jack S. Pettersen opened his new agency today at 185 N. Wabash Ave. with Polk Bros. and three other clients, as yet unnamed, in the fold.

Mr. Pettersen, who announced last week that he was leaving Kenyon & Eckhardt—where he was vp and account supervisor on RCA-Whirlpool—to form his own shop (AA, Dec. 30), said the new agency would bill about \$1,300,000 this year. Polk Bros., a local appliance discount chain, will bill in excess of \$1,000,000, he said.

Although he declined to name his other clients, Mr. Pettersen told ADVERTISING AGE that one was an automobile accessory manufacturer and another was a shoe manufacturer and importer. He also declined to elaborate at all on a fourth client.

■ Jack Pettersen & Associates will be composed of seven people, including Mr. Pettersen, who will be president. Roberta L. Hess, who moved with Mr. Pettersen from K&E, where she was promotion su-

supervisor of the Chicago office, will be vp in charge of creative services. Also on the staff are Tom Elrod and Ned Maxen, copywriters; Jim Piccardi, art director; James Cobbs, artist, and a secretary-bookkeeper.

All of the creative people formerly worked in the Polk Bros. advertising department, which has now been eliminated, Mr. Pettersen said. This marks the first time that Polk Bros. has had an agency.

Mr. Pettersen said his agency will stress merchandising activities
(Continued on Page 72)

FCC Sets Subliminal Demonstration Jan. 13

WASHINGTON, Jan. 2—The Federal Communications Commission announced today that Subliminal Projection Co., New York, will stage a closed circuit demonstration of the subliminal projection technique here Jan. 13 for the benefit of the commission (AA, Dec. 23).

The demonstration will utilize facilities of WTOP-TV. Members of Congress and the commission will attend an official demonstration at 11 a.m., while members of the press will be invited to a second showing at noon. ■



Jack Pettersen

O-Cel-O, Ivalon Gain as Sponges Go Synthetic

Cellulose, Vinyl Vie in Sopping Up Market Once Owned by Porifera

CHICAGO, Dec. 31—Those new synthetic sponges that have appeared on the market in recent years have proved themselves more absorbent than natural sponges in at least one important respect—soaking up the market.

Like nylon hose, synthetic sponges are test tube products that have dramatically risen in a short span of years to displace—almost—a long established product of natural origin.

Only 20 years ago natural sponges held almost 100% of the household sponge market. The years of wartime sponge shortage, however, accelerated development (mostly in Europe) of a competitive inexpensive synthetic sponge made of cellulose. By 1947, when

JWT Serves as Volunteer Agency for Chicago Fair

CHICAGO, Dec. 31—With an appointment made official today, J. Walter Thompson Co. will serve as the volunteer agency to help boost the summer 1959 Chicago International Fair & Exposition.

Chicago—preparing to pop as an international port with the opening of the St. Lawrence Seaway—plans big doings for the 1959 year. Besides the fair, the Pan-American Games will be held here and the city expects to herald the jet age with direct overseas flights from O'Hare field.

JWT's worldwide network of offices will serve to promote Chicago as a world center of trade and transportation and will negotiate with manufacturers and exporters over the world to exhibit at the fair.

The fair is sponsored by the Chicago Assn. of Commerce & Industry, headed by Richard Revnes as managing director. At JWT, John M. Willem and A. I. Cameron, vps, will serve as heads of major committees in public relations and international marketing for the fair. #

Einfeld Hits 'Obsolete' Movie Ads; Urges Other Media, Unconventional Slots in Dailies

NEW YORK, Dec. 31—Twentieth Century-Fox Film Corp., unhappy with amusement page paid space, has embarked on a "motivational" advertising and publicity kick which will steer clear of tradition-



THOMAS C. BURROWS, formerly central region sales manager of Anheuser-Busch, has been named general sales manager, brewery division, of the company. He succeeds William Bien, who has been named vp-marketing.

the natural sponge industry might have returned to normal, it found its market already deeply penetrated by the synthetics, armed with an irresistible weapon—price tags 60% to 80% lower than natural sponges.

■ The rise of the synthetics has continued swiftly—from about a 50% share of the market ten years ago to about 75% five years ago and perhaps 85% to 90% today, according to estimates by David H. Wallace, executive secretary of (Continued on Page 41)

Pennsylvania Hits Jersey Discounter With Blue Law Suit

HARRISBURG, Dec. 31—Pennsylvania, citing its 163-year-old law against business on Sunday, has undertaken to drive a retail discount chain out of the state.

The state justice department, in a suit filed in the Dauphin County court, seeks an order enjoining the Lehigh County branch of Two Guys from Harrison Inc. from trading on Sunday.

The suit also asks that the company's right to do business in Pennsylvania as a state-chartered corporation—even on weekdays—be forfeited.

■ The company has 20 days in which to reply to the injunction part of the double-barreled suit. No time limit was involved in the second part, but some sources said it seemed likely to lead to lengthy litigation.

Besides the branch in Lehigh County, located in Whitehall Twp., near Allentown, the company has branches in several New Jersey markets. Its first store was opened about five years ago in the Newark suburb of Harrison.

If the injunction is granted, any further violation of the ancient state law would draw a contempt of court citation.

The chain's branch at Whitehall Twp. has been open for business the past few weeks despite local attempts to enforce the law. The store deals in home appliances and other items. #

al movie space positioning.

Charles Einfeld, vp in charge of advertising and publicity for the studio, said in *Film Daily* today that the industry can no longer reach its audience "through the time-worn methods of selling."

He cited a new feature, "The Enemy Below," which has been advertising on Page 2, sports pages, women's and comics pages of newspapers. Charles Schlaifer & Co., New York, is the agency.

"The amusement pages are not serving the purpose they once served, due to lack of editorial space and poor positioning," Mr. Einfeld was quoted by *Film Daily*. He said one midwestern newspaper put free tv listings on the amusement page, a move he called "a terrible disservice to the paid-for advertising of the theaters."

■ Mr. Einfeld said motion pictures should "spend more on magazine and radio advertising."

"Most people who buy a magazine look at every page, whereas this is not necessarily true of newspapers," he said.

He called radio "a marvelous (Continued on Page 71)



MATED—These two ads are part of the eight-page, eight-advertiser promotion in Sports Afield Boating Annual and four other maritime publications.

McGregor, 7 Other Advertisers Join in Magazine Campaign

NEW YORK, Jan. 2—A luncheon session between Albert L. Morse, ad director of McGregor-Doniger Inc., and R. K. Tilt, of Sports Afield Boating Annual, resulted in the clothing manufacturer bringing out a new line of Marien sports clothes. And the new "nautical gear" line will figure shortly in a big tie-in magazine campaign.

McGregor has persuaded seven other advertisers to share in an eight-consecutive-page four-color job in *Boats, Yachting, Motor Boating, Rudder* and the new *Sports Afield Boating Annual*. Cooperating with McGregor in the eight-page layout will be Evinrude outboard motors, Raytheon Mfg. Co., Trojan Boat Co., Electric Auto-Lite, Columbia Rope, Admiral Radio and American Thermos.

The eight-pager will appear first in the annual, which bows on newsstands Feb. 25. The new Hearst magazine, which will have a distribution of 200,000 copies—all on newsstands—is getting \$1,000 a b&w page and \$1,800 per four-color page. The magazine will be Life-size. Other magazines on the McGregor schedule appear on May 1.

■ Ads in the series will be tied together via panels at the top of each page carrying the legend, "Approved nautical mates." Norman D. Waters & Associates handled the eight-pager, which features models sporting McGregor wear.

Mr. Morse, who said the idea for a marine line of clothing grew out of a conversation with Mr. Tilt, added that the seven other advertisers also would benefit from displays to be set up in "the top 2,500 of McGregor's 7,500" department store and apparel store accounts.

"Advertising in the five boating magazines," he said, "plus the thousands of store displays, plus the newspaper, radio and tv pub-

licity on the special boat show activity, will create an unprecedented demand for the products of co-operating 'nautical mates' advertisers." #

Merchandising Execs Design Program for College Students

NEW YORK, Dec. 31—The Merchandising Executives Club will initiate a program designed to permit college students to learn "first hand" latest trends and thoughts in merchandising.

The five-point plan includes making available each month summaries of MEC's luncheon speakers' presentations for classroom use. The group will also set up semi-annual seminars and offer employment guidance to students.

Schools participating are St. John's, Fordham, Columbia, Rutgers and New York universities, City College of New York, and Adelphi, Hofstra and Pace colleges.

A statement said the MEC will make available to marketing faculties of colleges recommended merchandising business magazines and permit teachers to become active MEC members. #

Liller, Neal & Battle Elects Lewis, Scofield Partners

Liller, Neal & Battle, Atlanta, has elected Oscar S. Lewis, general office manager, and Clay Scofield,



Oscar S. Lewis

Clay Scofield

an account executive, partners in the agency.

Mr. Lewis joined the agency in 1950. Mr. Scofield has been with Liller, Neal since 1949.



SEA TV—In addition to Admiral, Thermos, Evinrude and McGregor, advertisers in this eight-page unit are Raytheon, Trojan Boat, Columbia Rope and Electric Auto-Lite.

Falstaff Sets Sunday Baseball Telecasts on CBS

NEW YORK, Jan. 2—Some fast maneuvering by Dancer-Fitzgerald-Sample has wrapped up the Sunday tv baseball rights of six major league teams despite the opposition of the minor leagues and the baseball commissioner.

Dancer-Fitzgerald-Sample executed this fast base running on behalf of Falstaff Brewing Co. This sports-minded regional brewer last year claimed to have muscled into third place in total U. S. beer sales (AA, Dec. 16).

Falstaff will sponsor half of each Sunday game in its territory, while continuing to back half of each Saturday game.

Signed for the Sunday series despite protests from various sources, including some congressmen who are chronic worriers about what tv is doing to the minor leagues, are the Chicago White Sox, Cincinnati Redlegs, New York Yankees, Cleveland Indians, Philadelphia Phillies and the Baltimore Orioles.

■ These six teams, plus the St. Louis Cardinals, are set for the Saturday series. St. Louis and Baltimore will participate on a more limited scale than the others.

Like the five-year-old Saturday series, the Sunday games will be blacked out completely within a 50-mile radius of major league cities. And they will not be seen in minor league territory—again in a 50-mile radius—when the minor league team is playing at home.

NBC-TV follows the same pattern in the Saturday games it presented last year and plans to repeat again this year.

Falstaff's co-sponsors for these Sunday series have not been signed. But the Saturday network lineup is set: Marlboro, a repeater from the 1957 season, will sponsor one-fourth and State Farm Mutual Automobile Insurance Co., a replacement for American Safety Razor, will present the other fourth. The Falstaff half of the games are sold locally on a co-op basis outside Falstaff's marketing area.

William C. MacPhail, director of sports at CBS, revealed that the proposed Sunday game of the week will get less national coverage than the Saturday game of the week; approximately 103 stations on Sundays, compared with an average of 159 on Saturdays. #

Stolley Leaves Peck; Opens Agency

NEW YORK, Jan. 2—Herman Stolley, who has been with Peck Advertising Agency for the past 25 years, started the New Year by opening his own agency, Stolley Advertising, 10 W. 33rd St.

Mr. Stolley announced that his agency "will run the whole gamut of services, including merchandising and public relations."

He said he is opening with five accounts but he declined to identify them. They will be announced, he said, in another month. He also said that he eventually expects to employ 12 or 14 persons. #

Rep Changes Name

Conaway & Klaner, publishers' representative, with offices in Los Angeles, San Francisco and Portland, has changed its name to Conaway-Klaner-Vogler, effective Jan. 1. Lewis A. Vogler, who manages the San Francisco office, has been a partner with Laurence B. Conaway and Fred Klaner Jr. since June, 1956.



STAR SALESMANSHIP—Commercials, Jack Paar style, have helped NBC-TV get "Tonight" back in the sponsor groove. The comedian and Dody Goodman, his female foil, have become quite adept at tv salesmanship. Besides delivering live commercials or lead-ins for film inserts, Mr. Paar makes phone calls to distributors and helps whip up the sales force with kinescope visits or personal appearances.

Adman Sends Ike \$500 to Start 'Self Tax' Plan

BOSTON, Dec. 31—Dan Puccio, president of Jordan Dennis Co., Boston agency, has announced he is sending a \$500 check to President Eisenhower to kick off his plan for all Americans to "tax yourselves before taxes."

Mr. Puccio, in outlining his plan, said: "If each and every one of us . . . will join in this movement and let it snowball into the greatest voluntary fund ever raised, we may sooner see and feel the security we have temporarily lost."

"Because I believe that our wonderful President is now relentlessly giving his fullest measure of devotion to the people he loves and the land we live in," Mr. Puccio stated, "and because we know that his every working moment is consumed in praying, planning and pursuing the most titanic task ever confronting a human being, I believe that we, too, have a vital part in sharing with him all of the knowing and doing that has now been brought to bear upon us." #

Motorola's '58 Ads Will Promote Trip to Europe Contest

CHICAGO, Dec. 31—As part of its promotional activity in the first half of 1958, Motorola Inc. will stage a national consumer contest, which will give the winner a trip for two to the 1958 Brussels' International Exhibition.

The company will invest \$1,000,000 in newspaper ads in 100 key markets. To supplement the newspaper push, Motorola will launch a new direct mail campaign. A series of four-page broadsides bearing the local dealer imprints will be sent directly to consumers. The newspaper ads and direct mail pieces will promote the European trip contest.

Motorola will continue its "More to Enjoy" series of ads in *The Saturday Evening Post*. Leo Burnett Co., Chicago, is the agency. #

NBC-TV's Refurbished 'Tonight' Prospers Again with Paar at Helm

Guests Abet Comeback; Show Crosses Network Lines in Some Markets

NEW YORK, Jan. 2—When Jack Paar was given the assignment of resuscitating the "Tonight" show (NBC-TV) about five months ago, everybody in tv, advertising and show business was watching to see how he would fare.

But the smart money boys—even those who were rabid fans of the offbeat comedian—probably wouldn't have bet very much on his chances of success.

Network tv's only live late evening program had been floundering ever since Steve Allen was re-deployed to concentrate on the Sunday 8 p.m., EST, battle for viewers. Mr. Allen's "Tonight," a best seller with advertisers in its most swinging days, was followed by a very expensive flop called "Tonight: America After Dark," which tried, among other things, to make showmen out of columnists.

When Jack Lescaulie, who headed this telecast for five months, fled back to the daylight hours and his old featured niche on "Today," Al (Jazzbo) Collins, a disc jockey, took over the top spot on "America After Dark" for its last flickering month or so.

"America After Dark" succeeded in getting rid of all the sponsors on the show and drove a number of NBC affiliates into the late movie camp.

■ Small wonder that Jack Paar got sympathy as well as congratulations when he was brought in to take over the new, new "Tonight" show. There he was with no sponsors and a restless station list, and he was supposed to be bright and entertaining for 90 network minutes five nights a week—with the help of a sizable cast, of course.

What's more, the spark had to come fast. NBC never said so, but

industry sources considered the Paar show the network's do-or-die effort at late evening live programming. If advertisers couldn't be re-interested in time to make the programming worth while from a business point of view, it seemed certain that NBC would turn the time back to the stations. They in turn were sure to start rolling out the old films and thereby give stay-up-laters in most markets a choice of ancient movies or nothing.

■ Having set the comedian in his new role, the network saw to it that he got plenty of support both on and off the stage. Though the program is budgeted at a figure that makes it accessible to advertisers of modest means, the telecast proceeded to come up with a succession of some of the most interesting guests in all of television.

Some of these have been well-known performers, such as Jonathan Winters and Hans Conried; others—notably Dody Goodman—were practically brand new to tv.

(Continued on Page 75)

Food Chains Set \$635,000,000 for '58 Plant Expansion

WASHINGTON, Dec. 31—Business was so good for national food chains in 1957—8% ahead of 1956—that operators plan to spend \$635,000,000 during 1958 to build 2,000 new supermarkets and remodel 1,700 old establishments.

This active picture for the industry was painted at year's end by John A. Logan, president of the National Assn. of Food Chains. Mr. Logan based his prediction on a sampling of companies operating 6,435 supermarkets and food stores doing a total annual business of \$6.7 billion.

■ Mr. Logan said that according to a year-end survey of the association's members, food chain operators expect a 5.3% rise in total retail food sales in 1958 for stores of all sizes and types.

However, these operators also predicted for their own companies an average total sales increase of 12.6%.

The \$635,000,000 expected to be spent during 1958, he said, does not include money for new equipment necessary to replace obsolete machinery, nor does it include the amount many food chain companies will spend for distribution centers and warehouses. #

Towler Rejoins Magazine

T. W. Towler, formerly an auto agency operator in Dover, N. J., has rejoined *Town & Country's* New York advertising sales staff. Mr. Towler had worked for the magazine in the same capacity from 1935 to 1942.

Dew Named Breast O' Chicken Head; Tuna Packer Sets 'Funnybone' Push

'57 Ad Linage Mark Earns Dividends for 'Record' Employees

HACKENSACK, N.J., Dec. 31—The slogan, "Advertising pays," has special meaning for the more than 300 staffers of the *Bergen Evening Record*.

Because the *Record* topped 17,000,000 lines in advertising in 1957, publisher Donald G. Borg has announced a 10% pay boost for all hands for 1958.

The pay gain for *Record* employees results from the paper's profit-sharing program under which in 1958 each employee will receive, in addition to his weekly pay, 110% additional as a salary bonus. This will be increased on June 15 and Dec. 15 as new salary dividends are added.

Under terms of the profit-sharing agreement with the employees, the newspaper provides a 10% weekly salary bonus for everyone for each 1,000,000 advertising lines sold above the 6,000,000-line base sold the previous year. The 1957 total of more than 17,000,000 lines thus provides 110% for all of 1958. #

Women's Magazines to Spearhead Mirro Aluminum Ad Drive

MANITOWOC, Wis., Dec. 31—A major print campaign in women's magazines will spearhead a first-half, 1958, ad campaign for Mirro Aluminum Co.'s aluminum kitchen ware.

Magazines on Mirro's schedule are *American Home*, *Better Homes & Gardens*, *Bride's Magazine*, *Farm Journal*, *Good Housekeeping*, *Household*, *Ladies' Home Journal*, *McCall's*, *Modern Bride* and *Parents' Magazine*.

Extensive tie-in promotional material is being issued to Mirro retailers, including window and wall stickers and transparent banners.

Both the ads and the promotion materials stress Mirro's major items, Mirro-Matic electric fry pans and percolators and Mirro's copper-tone breadbox. #

Hicks Merges with Howell & Young

Livingstone Porter Hicks, Detroit, has merged with Howell & Young Advertising Inc., Royal Oak, Mich. The name will remain Howell & Young, with offices at 4434 N. Woodward, Royal Oak.

Drive Will Stress Packer's Ownership of Its Own Fishing Fleet

SAN DIEGO, Jan. 3—Breast O' Chicken Tuna Inc. starts the year with a clean sweep—a new president, advertising and sales director and advertising approach.

George Dew has been elected president and Larry M. Kaner vp and advertising and sales director. The new ad campaign will stress the company's ownership of its own fleet of ships and will have as a slogan, "Quicker off the clipper."

Mr. Dew has been with Westgate-California Tuna Canning Co., parent company of Breast O' Chicken Tuna, since 1946. Most recently, he was president of National Marine Terminal Inc., operator of the Breast O' Chicken fishing fleet.

Mr. Kaner, formerly in charge of market development for Sun Harbor Corp., has been with Breast O' Chicken since Sun Harbor merged with it in 1950 and has been sales manager since 1952.

■ Last May, James B. Lane resigned as Breast O' Chicken president to become president of the Barnes-Chase Co., California agency. The move set off speculation that the \$1,000,000 tuna account might leave Foote, Cone & Belding, to go back to Barnes-Chase, whence it came in 1952. But in July, Breast O' Chicken named Guild, Bascom & Bonfigli, San Francisco.

In August, Harold Requa, advertising manager of Breast O' Chicken and Westgate-California for 15 years, resigned the twin posts to join Foote, Cone & Belding, in Los Angeles. Mr. Requa was named account executive on Sunkist.

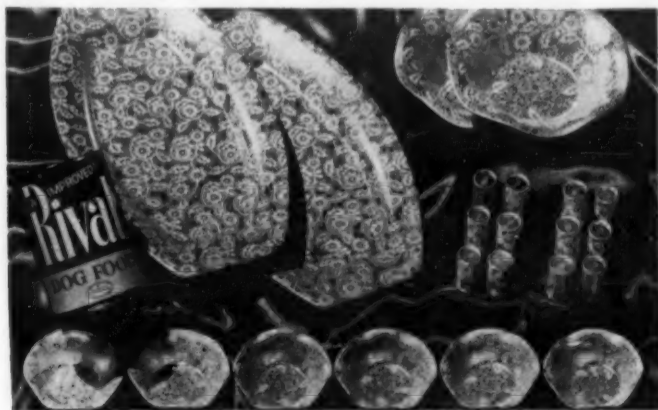
Mr. Dew, who was formerly chairman of a five-member operating committee for Breast O' Chicken and Westgate, succeeds Mr. Lane. Mr. Kaner succeeds Mr. Requa in the ad spot, with additional responsibility for sales.

■ Advertising, handled by Guild, Bascom & Bonfigli, San Francisco, will be in a humorous vein.

"The agency has come up with a new offbeat cartoon character—Oona O' Tuna—who tells our story humorously and effectively," Mr. Kaner said. "Instead of hitting our customer over the head with our sales pitch, we're tickling her funnybone to get her interested—and to buy our product."

Oona O' Tuna is now being used

(Continued on Page 71)



FOR PARTIES—Rival Packing Co., Chicago, is using this 22-piece party service as its newest consumer premium. The set, with a retail price of \$3.50 according to Rival, is offered for \$1.50 with four Rival labels.



Footman Dew Kaner

NEW TEAM—Going over the new advertising strategy for Breast O' Chicken Tuna are Robert Footman, vp and account supervisor, Guild, Bascom & Bonfigli; George Dew, president of the company, and Larry Kaner, vp and advertising and sales director.

TvB to Issue Net TV Ad Expenditures as Monthly Service

NEW YORK, Jan. 3—The Television Bureau of Advertising, which has been publishing quarterly reports on spot television for more than two years, will begin putting out monthly releases covering network tv advertising expenditures this year.

TvB will extract this data from the new tv network expenditure reports to be compiled by Leading National Advertisers and Broadcast Advertisers Reports. The LNA-BAR service was designed to fill the vacuum created by the exit of Publishers Information Bureau from the field, but it includes a variety of new features.

The LNA-BAR service, which has already been bought by several major advertising agencies, will provide detailed data on the net-

work tv use by specific companies and brands. For example, in addition to dollar expenditures by brands there will be a breakdown showing:

1. Percentage of commercial minutes for each brand.
2. Total commercial minutes for each brand.
3. Number of commercials for each brand.

■ As present plans now stand, the TvB's monthly release will be confined to general activity for the most part except in the case of the top spenders. The monthly reports will cover:

1. Gross time expenditures for the industry, monthly and cumulatively.
2. Gross time expenditures for the top advertisers and top brands on network tv (as many as 50 sponsors and brands at least, the bureau hopes).
3. Number of brands using network tv.

4. Gross billing by product classification.

5. Total expenditures broken down into day and nighttime buys.

Parke Davis Boosts Two

Parke, Davis & Co., Detroit, has appointed Fred H. Thistlethwaite assistant director of sales and promotion. With the company since 1929, Mr. Thistlethwaite formerly was sales coordinator for the company. Parke, Davis also has named Nelson L. Yarbrough, formerly manager of the Atlanta branch, manager of U.S. sales operations in Detroit.

Hardt Named 'Man of Year'

Robert A. Hardt, vp of Hoffman-La Roche Co., Nutley, N. J., has been named the retail drug field's "Man of the Year 1957." The award, given annually by *American Druggist*, will be presented to Mr. Hardt at the Jan. 9 luncheon meeting of the Pharmaceutical Advertising Club of New York.

Highlights of This Week's Issue

Synthetic sponges have managed to soak up a big share of the sponge market which only 20 years ago was almost 100% dominated by nature's own productPage 2

Pennsylvania invokes 163-year-old law against business on Sunday in attempt to keep discount chain—Two Guys from Harrison—from doing business on Sabbath, and also seeks to drive the chain out of Pennsylvania completelyPage 2

J. Walter Thompson Co. will serve as the volunteer agency for Chicago International Fair & Exposition in 1959 heralding Chicago's future role as a seaport after opening of the St. Lawrence SeawayPage 2

Motion picture advertising is obsolete, 20th Century-Fox's Einfield says. His company is steering clear of amusement page advertising, seeking to use magazines and radio morePage 2

McGregor joins with seven others—Evinrude, Raytheon, Trojan Boat, Electric Auto-Lite, Columbian Rope, Admiral and American Thermos—in eight consecutive page four-color ad boosting sports themePage 2

The Merchandising Executives Club of New York will initiate a program designed to permit college students to learn "first hand" latest trends in and thoughts in merchandisingPage 2

Falstaff Brewing wraps up Sunday telecasts for six major league teams, despite protests of minor leagues' baseball commissioners, and some congressmenPage 2

Herman Stolley, with Peck Advertising for 25 years, opens his own agency, Stolley AdvertisingPage 2

Boston agency man Dan Puccio sends President \$500 to start ball rolling for his plan for all Americans to "tax yourselves before taxes"Page 3

Motorola sets consumer contest with European trip to whip up activity for its products in 1958Page 3

Jack Paar, after five months, has managed to refurbish NBC-TV's "Tonight" show, luring back sponsors and saving late-night tv viewers choice of watching old movies on tv or nothingPage 3

Food chains will spend \$635,000,000 for 1958 plant expansion after a good 1957 sales year, John A. Logan, president of the National Assn. of Food Chains, saysPage 3

Breast O'Chicken Tuna Inc. starts the year with new president, advertising and sales director and advertising approachPage 3

Advertising paid so well for Evening Record, Bergen, N. J., in 1957, that its 300 employees will enjoy a .10% bonus in addition to weekly pay during 1958Page 3

Mirro Aluminum sets major print campaign in women's magazines to spearhead its ad campaign for aluminum kitchen ware in 1958Page 3

Industrial advertising budgets, on the whole, will be higher in 1958 than in 1957, a National Industrial Advertisers Assn. survey indicatesPage 14

Trading stamps are discounts, not price cutting, Oklahoma court rules; says Safeway stores can't cut prices to meet the competition of stores carrying the trading stampsPage 15

Textile industry gets 10-point program to develop brand loyalty and fabric consciousness among consumers from Dr. Ernest Dichter, president of the Institute for Motivational ResearchPage 16

Simonis Co. plans biggest ad push for its vinyl floor wax in 1958 ever given any of its floor products. Campaign will be concentrated in print mediumPage 28

Background music helped revive fm in 1957, Federal Communications Commission Chairman John Doerfer saysPage 28

Essex Products, owned by Frank Sinatra, gets controlling interest in three independent radio stations—KJR, Seattle; KXL, Portland, and KNEW, SpokanePage 29

Look's eighth annual list of tv awards honored 15 programs, nine of which were repeaters from the 1956 list Page 40

Tomorrow's industrial markets will not be single companies but complex industrial "systems," in which the work of many companies will be coordinated to produce intricate new consumer products and services, Dr. Saxe Dobrin of North American Aviation saysPage 45

Triple spotting—injecting spot commercials between programs—cheats the sponsors, Eye & Ear Man says Page 46

Newsprint on spot price basis drops to \$118 per ton as advertising linage fallsPage 50

Tv programs for children are overpriced, Ideal Toy Corp.'s director of advertising and public relations, Melvin Hellitzer, saysPage 52

Australian tv, now a year old, has been held back somewhat by the high cost of a tv setPage 63

Narragansett Brewing Co. is ordered by court to stop advertising its large bottle as a "giant imperial quart"Page 65

Honig-Cooper, built on debris of the San Francisco earthquake, celebrates its 50th anniversaryPage 66

"Snob appeal" helped boost Chrysler Imperial sales 300%, Burton Durkee, director of advertising and sales promotion for the Chrysler division, reveals Page 68

REGULAR FEATURES

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Production Tips48

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Advertisers' No. 2 Choice in a 26-newspaper state

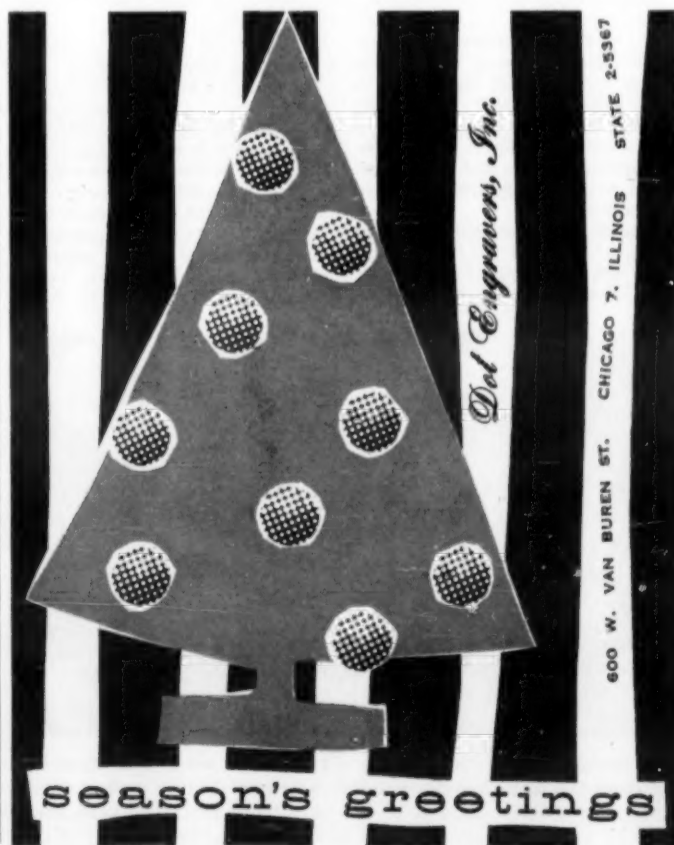
TACOMA NEWS TRIBUNE RANKS 2nd IN TOTAL ADVERTISING LINAGE

In wealthy, expanding Washington State the Tacoma News Tribune is exceeded only by one newspaper in total advertising linage. The conclusion is clear: advertisers realize the Tacoma market is a major market in the Pacific Northwest, and that to make sales in this favored area they *must* use the Tacoma News Tribune in addition to a Seattle newspaper.

TACOMA NEWS TRIBUNE

Tacoma, Washington

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA
LOS ANGELES • SAN FRANCISCO • SEATTLE



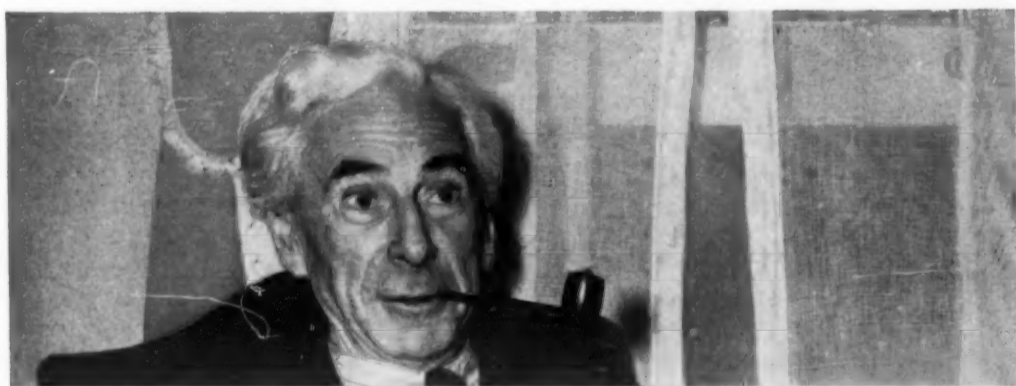
In the current LOOK, three distinguished men propose
"THREE ROADS TO PEACE"



Walter Lippmann: "...treat Russia as rival but equal"



Paul Hoffman: "...set up a Supreme Council of Peace"



Bertrand Russell: "...form a new kind of alliance"

What is the outlook for peace? What can we do to improve it? In the current issue of Look Magazine, foreign-affairs expert Walter Lippmann, industrialist Paul Hoffman and philosopher Bertrand Russell advance their bold new plans to prevent World War III. In *Three Roads to Peace*, LOOK once again tells the exciting story of people . . . people whose thoughts, emotions and actions broaden our perspective of the world we live in. It's this accent on people that helps explain why LOOK attracts 24,800,000 readers—one of the largest magazine audiences ever assembled . . . why LOOK, in 1957 vs. 1956, gained over a million circulation, and more advertising revenue than any other magazine in America.

LOOK
THE EXCITING STORY OF PEOPLE

This Week in Washington . . .

Small Debt Load Worries Economists

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 2—Only a few weeks ago, President Eisenhower wanted Americans to join a buyer's strike. Now the shoe is on the other foot. As 1958 opens, his economists are uneasy because big ticket durables manufacturers won't promise to do better than in 1957.

Last year's lag in consumer buying didn't bother the money managers, because it reduced the pressure on the tight money supply. Since then, money has become

plentiful, so the money managers are noisily reducing the rediscount rate in the hope people will realize it is once again patriotic to go into debt.

If people fail to buy, we may soon be in a debate over the distribution of buying power. Politicians point to high levels of personal income and the big spurt in personal saving in 1957. On the other hand, labor unions, setting the stage for new wage wars, claim lower and medium income brackets need more money to spend.

Recent studies by the Federal Reserve Board report that on an over-all basis, consumers improved their financial positions relatively more in 1957 than in 1956, incurring less debt and putting more money into bank accounts and securities. Nevertheless, the board noted that the amount of buying on credit lagged notably compared with cash transactions. It said recent reductions in employment and hours of work may have modified the outlook for some consumers, particularly since many families already are carrying a substantial debt load.

By late 1957, the board said, monthly repayments on instalment contracts amounted to 13% of disposable income, compared with a

prewar high of 10%.

"It is estimated that in early 1957 more than half of all families were making payments on instalment debts and that such payments frequently amounted to more than 20% of their incomes," the board said.

Start Listing the Expenses

Now that it is 1958, better be sure your personal bookkeeping meets the requirements of the tax collector. Under congressional pressure, he agreed to turn his head, so far as a complete accounting of expense account transactions in '57 was concerned. But he issued notice that the 1958 tax return will have to include a com-

plete explanation of all funds received from employers as reimbursements for expenses incurred in the course of business.

The tax collector will accept total figures covering such items as local transportation (taxi, bus), or travel away from home. But he will expect you to provide details in the event the amount is challenged, and he will insist on a complete breakdown if you claim a deduction for automobile expenses. Get a copy of official Form 2106. It has space for each class of expense that must be justified.

Now that official Washington is boning up on the problems of higher education, the Census Bureau reminds us that Americans have been pretty busy dealing with the situation on an individual basis.

A sample study carried out by the bureau in March showed that the U.S. now has 7,500,000 college graduates. This is an increase of 2,000,000 since 1950.

This trend toward more schooling for young people is highlighted by a statistic which shows that one in ten in the 25-34 age group is a college graduate, compared with one in 15 for persons 35 and over.

Aside from the over-all satisfactions that come from higher education, Census Bureau says education pays off in dollars and cents, no matter what occupational group the person picks. Among self-employed, for example, 53% of those who finished high school earned \$6,000 or more compared with only 21% of those who failed to finish. Similarly, among clerical and sales workers, 37% of those who finished high school made more than \$6,000, compared with only 10% of those with less than four years of high school.

Justice Department confirms that FBI agents are combing over the records of the newsprint industry in search of proof for a pricing anti-trust case.

Studies of simultaneous price movements in the newsprint industry have been under way in the anti-trust division for at least 18 months, but officials caution there is no assurance the field probes will turn up sufficient proof to lead to indictments.

The oft-investigated newsprint industry has escaped prosecution in the past largely because most of the production is in Canada, where public officials take a more sympathetic view toward concerted action by competitors.

Postmaster General Arthur Summerfield may be in for some rough moments in the near future, when he goes behind the closed doors of the House appropriations committee to justify his operating budget for the next fiscal year.

When committee members tried to trim his funds last year, he forced the issue; even curtailed Saturday delivery until his funds were restored.

For the past several months, however, the committee has had teams of expert investigators looking over Mr. Summerfield's operations. When budget cuts are proposed this year, the committee may have enough ammunition so that it will be able to specify exactly where the cuts are to be made. #

Lehn & Fink Boosts Goren

Lehn & Fink Products Corp., New York, has promoted Emanuel Goren to manager of its Lehn & Fink division. Formerly advertising-merchandising manager of the division, he succeeds O. Glen Kennedy, who is joining Miles Laboratories, Elkhart, Ind., as vp in charge of corporate planning.

KRON is TV in SF



San Franciscans are sold on KRON-TV

THE
Afternoon Movie
GOLDEN GATE
PLAYHOUSE
21.6 Cume/42% Share

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



1958 will be a mighty busy year at the Post!

How our Post family is growing — already past 5,600,000 circulation at publisher's last count! (We expect to deliver an average weekly bonus of half a million copies — 500,000 during the first six months of 1958.)

Then there are our advertisers — 187 new arrivals last year — more than that in 1958 at the present rate.

Advertising income's bouncing, too. We've

topped the \$90,000,000 mark; and we'll better that this year.

And you should hear us rattle off promotion plans! To mention one, the food industry (still busting its vest over the '57 POST-NARGUS Food Store Spectacular — \$50 million sales increase in 9 days) is planning a bigger blessed event for 1958. There are a dozen others — covering every field.

You can pin it all to Post readers, the Politz-proved Influentials. They talk about, recommend things they read in the Post. Their influence moves sideways — neighbor to neighbor, friend to friend — multiplying your sales force by millions. What's more, the Post reaches Influentials on every income level.

Expecting bigger things this year? Remember, the Post produces.

The Saturday Evening
POST
A CURTIS MAGAZINE

Sell the POST



INFLUENTIALS—they tell the others!

LET'S TAKE THE WHISKERS OFF!



At Zenith we are growing wear of inventing and introducing new, novel and different television improvements—only 1 see them imitated years later by competitors who boast that they brought them to you or by competition disguising their imitations in new terminology and then claiming them as advertising as new—as exclusive—as their inventions

IMITATOR NO. 1 ...
IMITATOR NO. 2 ...
IMITATOR NO. 3 ...
IMITATOR NO. 4 ...

ANTI-COMPETITIVE—In this b&w spread Zenith takes two unnamed competitors to task for "imitating" Zenith features and calling them new.

GENERAL ELECTRIC
 Stop fiddling with fine tuning now General Electric brings you Electronic Self-Tuner

WESTINGHOUSE
 No more tuning. New Westinghouse TV does it for you!

One touch changes channels and fine-tunes picture and sound—electronically!

CULPRITS—These are the two ads Zenith mentions in its ad. The GE ad—imitator No. 1—appeared in the Post, and the Westinghouse ad in Life.

Zenith Scorches GE, Westinghouse for Ads Saying 'Copied' TV Set Features Are New

CHICAGO, Jan. 2—Zenith Radio Corp. is letting its competition know in no uncertain terms that it resents being imitated. The vehicle for venting its spleen is a boldly headlined spread in the January *Radio-Electronics*.

The headline says: "Let's Take the Whiskers Off!" (An asterisked footnote below observes, "Whiskers are an old disguise to cover up the facts.")

Then the copy tees off on Zenith's peeve: "At Zenith we are growing weary of inventing and introducing new, novel and different television improvements—only to see them imitated years later by competitors who boast that they brought them to you or by competition disguising their imitations in new terminology and then claiming them in advertising as new—as exclusive—as their inventions."

Then copy documents the imitative sins of two major tv set makers, which are never mentioned by name. However, they are General Electric and Westinghouse.

Imitator No. 1—General Electric—according to Zenith, ran an ad in *The Saturday Evening Post* [Nov. 23, '57], saying that its sets do not have to be fine tuned. "Big headlines say: 'Stop fiddling with fine tuning—now—brings you Electronic Self Tuner.' The ad continues: 'You just touch a button and the next channel comes on with a sharp-tuned picture... It's automatic—for you pre-tune each channel individually the day you get your set.'

"Let's take the whiskers off! The fact is that Zenith has had pre-tuning—called Bull's Eye Tuning—since the first Zenith Television Set ever marketed in 1948! Now it appears to be new because someone else thinks he has discovered it and starts using it.

"Imitator No. 1 further says in the same ad: 'Now remote control is truly practical.' And also says that its consoles 'include remote control—at no extra cost.'

"Let's take the whiskers off! The fact is that what they are talking about is a 'one-half' imitation of Zenith's 'Lazy Bones' remote control which Zenith put on the market in 1950, and which changes stations in either direction. The one being advertised currently by our imitator is merely a wired contraption that changes stations in one direction—it is as obsolete as the covered wagon, because now, Zenith's Space Command Remote TV Tuning Control turns the set on and off, changes stations in either direction, and cuts off long annoying commercials while the picture remains on the screen. And, Space Command tuning uses no wires, no flashlights, no batteries.

"Imitator No. 2 [Westinghouse] says in an advertisement in *Life* magazine [Oct. 7, '57], 'One touch

changes channels and fine tunes picture and sound electronically!' It says... 'Even blindfolded, you get perfect tuning.'

"Let's take the whiskers off! The whiskers on this one have a nine-year growth dating back to 1948, when Zenith first introduced one-knob automatic station selection. Zenith sets then, and now, are pretuned.

"Imitator No. 2 also claims discovery of remote tv control. This same ad in *Life* magazine also claims: 'First true remote control!'... let's you change channels and soften sound... 'No wire stretching to set!' 'No batteries!'

"What they don't tell is that this gadget has to have wire running to the electric light line, and even then it will not turn the set 'on' and 'off' and will not completely mute the sound of long, annoying commercials while the picture remains on the screen, as does Zenith Space Command Tuning.

"Let's take the whiskers off! These whiskers sprouted seven years ago! In 1950 Zenith introduced as mentioned above, 'Lazy Bones' remote control... and since that time Zenith researchers and engineers have worked to develop and introduce the one remote tv control that obsoleted all others. This is Zenith Space Command Television, introduced to the public in 1956. With Space Command Tuning you can tune tv from anywhere in the room by 'silent sound'... without wires, cords, batteries, transistors or flashlights!"

A box in the ad comments: "They say 'imitation' is the best form of flattery," but, do you blame us for getting weary of having competitors boast of, or claim as new, improvements which we invented and introduced, and have been supplying to the public for years?"

'Altoona Tribune' Ceases Publication

ALTOONA, Pa., Jan. 2—The *Altoona Tribune*, a morning newspaper, which has been publishing since 1856, went to press for the last time Dec. 31.

A Page 1 statement announcing the paper was suspending with "extreme regret" was signed by A. B. Crane, publisher, who blamed "constantly rising cost of production in labor and materials."

The *Tribune* had about 9,000 circulation in a community of about 77,000. The *Altoona Mirror*, an afternoon newspaper, has a circulation of about 33,000. #

Sales Club Elects Swertfager

Walter W. Swertfager, Sinclair Refining Co. sales promotion official, has been elected president of the Young Executives in Sales Club, New York.

D'Arcy Wears Halo into Colgate Agency Stable

(Continued from Page 1)
 from among three finalists; the others were Geyer Advertising and Fletcher D. Richards Inc. (AA, Dec. 16).

While not naming the finalists, C. Guy Grace, vp of the toilet articles division, said, "Final selection was particularly difficult when the field had been narrowed down to three. The tremendous thought that each had obviously contributed was most impressive.

"We have been major advertisers for so many years," he went on, "and we feel we know quite a bit about it.

"But the impact of the constant advances made by the advertising profession is best felt when one has the opportunity to be on the receiving end of intelligent presentations such as those we have seen and heard."

Colgate's agency roster, besides D'Arcy, includes eight others: Ted Bates & Co.; Lennen & Newell; Bryan Houston Inc.; Street & Finney; Cunningham & Walsh; Norman, Craig & Kummel and Charles W. Hoyt Co., all in New York, and John W. Shaw Advertising, Chicago. #

Toronto Papers Now Carry Liquor Ads Printed in the U.S.

TORONTO, Jan. 2—The liquor control board of Ontario has not put any pressure on distillers or brewers—or their advertising agencies—to prevent beer or liquor advertising in sections of Toronto newspapers printed outside the province of Ontario.

So Chief Liquor Commissioner William Collings said last week as the weekly *Globe & Mail* hit the street with full-page, color advertisements for Carling and O'Keefe beers in the magazine section, which is printed in the U.S.

Concurrently with the appearance of the liquor ads in the *Globe*, the *Telegram* announced that it would print its four-color, weekly T-V Guide in Buffalo, so that it may accept beer or liquor advertising, starting with the issue of Feb. 1.

The *Globe* and the *Telegram* decisions to accept liquor advertising were announced as the board was discussing this type of advertising. As yet "the board has made no decision as to what it may do if the newspapers carry such ads, printed outside the province," it said.

The board refused to comment on the legality of such advertising, but admitted it had discussed with

advertising agencies just what the advertising could say.

Beer and liquor advertising today floods into Ontario in U.S. publications, and in publications formerly printed in Ontario but now printed in Quebec. In addition, border television stations in the U.S. have been bombarding southern Ontario with liquor advertising. Among such telecasts is a Sunday football game sponsored by a Canadian brewery through a U.S. affiliate. #

Lyon Agency Hit in Bankruptcy Plea by Media Group

NEW YORK, Jan. 3—A schedule for S. Duane Lyon Inc., New York agency, showing assets of \$4,173 and liabilities of \$54,112, will be filed in court early next week.

While Louis Stone, the court-appointed assignee for the agency, has been at work on the agency's assets and liabilities, a small group of creditors, acting independently, this week filed an involuntary petition in bankruptcy against Lyon.

They are Popular Science Publishing Co., with a claim of \$189; Chilton Co., with a claim of \$700, and Henry Holt & Co., claiming \$94.

The agency was assigned for the benefit of creditors last August. Since then, S. Duane Lyon, president and treasurer, has joined William von Zehle & Co. as an account executive. Some of the former agency's accounts have made the move with Mr. Lyon. He declined to name them, however.

Of the \$54,000 in claims against the agency, \$4,906 are priority claims, \$2,050 are secured, and \$47,155 are general claims.

The largest creditor, according to Mr. Stone, is Station WOR, with a claim of about \$12,000. Among the creditors with claims over \$1,000 are the *New York Times*, *Mirror* and *Post* and *Interior Design*. #

Swan-Finch, Doeskin Owner, Files to Reorganize

Swan-Finch Oil Corp., New York, holding company controlling Doeskin Products Inc. and several other corporations, has filed a voluntary petition to effect a corporate reorganization under chapter 10 of the bankruptcy act. Last week (AA, Dec. 30) Doeskin appointed Weiss & Geller its new agency, and other executive changes were made. The bankruptcy petition was filed in southern district court on Jan. 2.

Gaylor Buys Treat

Albro C. Gaylor, who resigned last October as president and publisher of *La Hacienda* after 36 years with the export publication, has become the owner-president of E. B. Treat & Co., New York, publisher of *Archives of Pediatrics*, 75-year-old monthly.

WEBB Joins Protest in Baltimore; Judge Asks Merger of Suits

BALTIMORE, Dec. 31—Circuit court Judge Joseph L. Ca ter called on the attorneys representing the 14 groups of complainants against the city's advertising tax ordinance, to meet Jan. 10 and consolidate their cases.

The conference is designed to expedite the trial hearing by enabling the plaintiffs to work out agreed stipulations of fact that will lessen the necessity of producing prolonged and repetitious testimony. A trial date also may be set at this time.

Meanwhile, 1360 Broadcasting Co., operator of WEBB, joined in the suits against the 6% ad tax, which went into effect Jan. 1. The radio station's attorney, William Taft Feldman, cited, in addition to grounds already mentioned in prior suits, the argument that the tax ordinances grant the treasurer and other city employes an unfettered and non-standardized power to make rules and regulations and to create definitions under the tax laws, which is too broad and unlimited a delegation of power to be legally valid. #

Wilson, Haight Lays That Colt Down; Rifle Account Is Periled

HARTFORD, Jan. 2—Colt's Patent Fire Arms Co. has switched from Wilson, Haight, Welch & Grover, New York and Hartford, to Burke Dowling Adams Inc., New York, because re-entry into the long gun field created conflicting interests for WHW&G.

Colt's told ADVERTISING AGE the company is now in direct competition with O. F. Mossberg & Sons, New Haven sporting guns manufacturer. Colt's recently marketed two types of rifles and plans to manufacture shotguns in the near future. The switch was effective yesterday.

When Colt's became a client of WHW&G about a year ago, there were no plans to make long guns; Colt's last marketed a long gun some 80 years ago and has concentrated until recently on hand weapons. #

Arnold Rejoins BBDO as Executive in Los Angeles

Don Arnold will join the executive staff of Batten, Barton, Durstine & Osborn, Los Angeles, on Feb. 1. He joins the agency from Carnation Co., where he has been general advertising manager of the pet foods, cereals and feed division. Mr. Arnold first joined BBDO in 1938 in the Minneapolis office. He rejoined the agency in Los Angeles in 1946 after a period in the Federal Bureau of Investigation and the U. S. Naval Reserve.



Don Arnold

He also has been an account supervisor and assistant manager of the Sao Paulo office of J. Walter Thompson Co.

National Boosts Haislup

Rex Haislup, formerly head grocery buyer for the Detroit branch of National Tea Co., has been named sales and advertising manager of the branch. J. B. Ross, who had been sales and advertising manager, becomes branch produce merchandiser. The changes are part of National's periodic realignment of top level branch executives.

In the Spirit of
Public Service...

You
are morally responsible
for safe driving



IN SUPPORT OF THE NATIONAL SAFETY
COUNCIL'S TRAFFIC SAFETY PROGRAM

A PUBLIC SERVICE OF OUTDOOR ADVERTISING

Outdoor Advertising

Year 'round, throughout the nation, space for messages like the one shown above, is contributed in the public interest by local Outdoor Advertising plant operators.

OUTDOOR ADVERTISING INCORPORATED

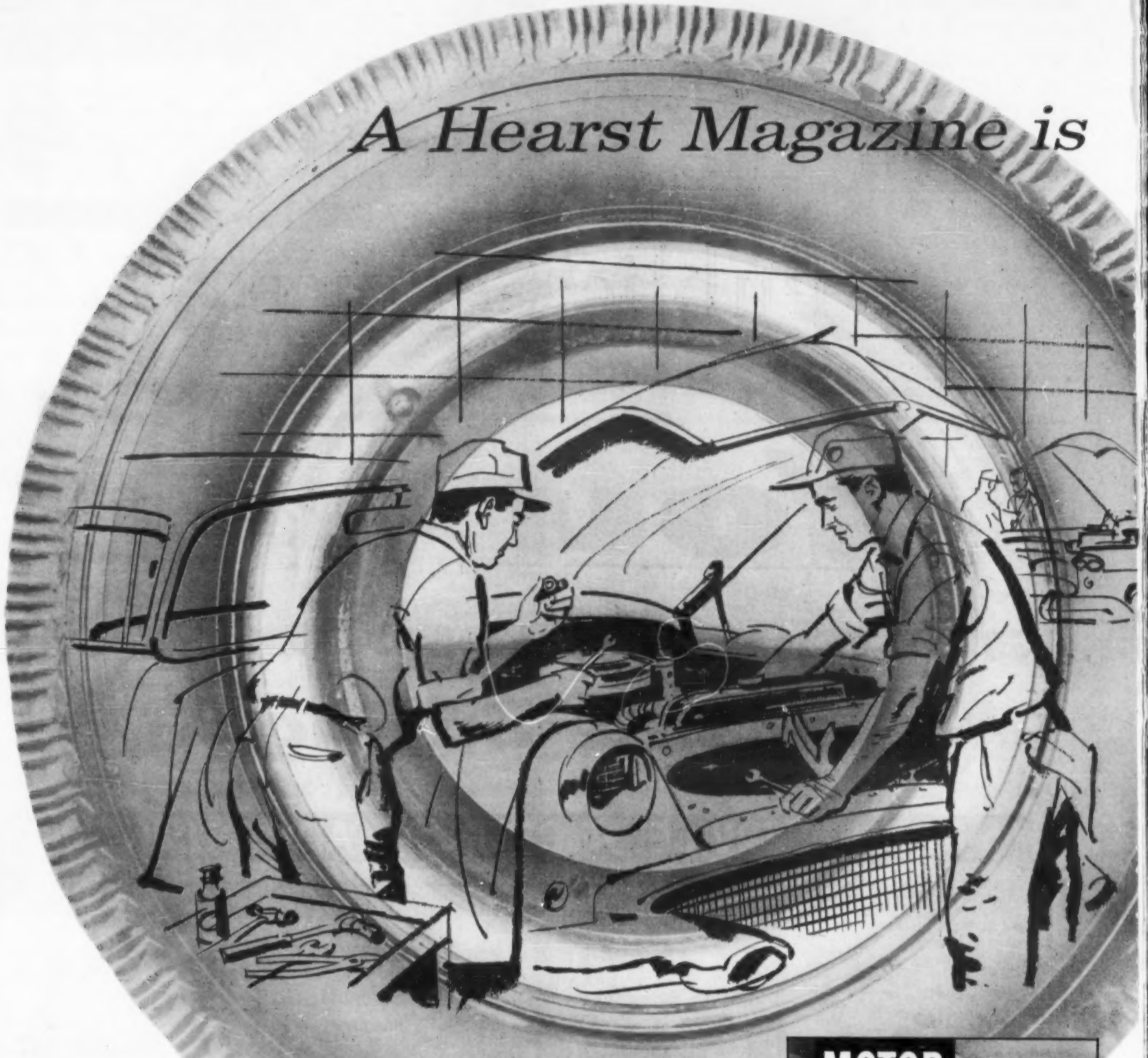
NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT

HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE



A Hearst Magazine is



the key to America on wheels!

Men who spend most of their waking hours beneath the chassis of a car—or behind the glass window of a showroom—have little time for media of general interest, be they the printed page or the broadcast word.

For theirs is a very particular world—a world dedicated to supplying a restless America with cars and seeing that those cars keep rolling.

How would you reach these men, speak to them, persuade them? Certainly one way would be through the pages of their favorite magazine, *Motor*—edited by people who would rather hear an engine sing than the whole Metropolitan Opera.

Traveling America's highways...

More than 60,000,000 cars and trucks are traveling America's highways this year. And they're complicated vehicles, too. You can imagine the immense service problems involved—and so can the editors of *Motor*.

That's why so much of their time is spent behind the wheel of a car (or exploring beneath the hood)

...visiting repair shops...checking, watching and absorbing...to get the material that helps their readers serve America on wheels dependably.

And it's why *Motor* today is not only at the head of the automotive publication field, but is among the top business publications of the nation.

Key men—Key markets

Hearst representatives—like those who represent *Motor*—are key men in the publication field—because each speaks for a magazine keyed to its readers, not spread abroad. These key men talk specifics, not generalities. They speak primarily of *interests* as the key to circulation.

And Hearst markets are key markets—because they are based not on charts or figures, but on the personal, intense enthusiasms of particular consumer groups.

If you want to be "at home" with these people—whether they service cars or set the trend in women's fashions—let Hearst Editorial Insight be the key to their attention.



HEARST  MAGAZINES

10 keys to the special interests of 10 groups of people

The Editorial Viewpoint . . .

No Sneak Punches, Please

If the past few months are any criterion, the advertising business can prepare itself for a new brew of trouble in 1958 from money-hungry lawmakers, indignant scenery lovers, and assorted frightened people of all kinds. (And let's not forget that in our society, a larger and larger group makes its living and its reputation by being first to sound the newest alarm.)

To members of the quarter-century club in advertising, the hue and cry about advertising and its horrendous ways will sound strangely like what they heard in the days of "the consumer movement" of the early and middle thirties, when advertising was being vigorously and relentlessly excoriated for "forcing people to buy things they don't need and can't afford."

There are a couple of startling differences, however. The first is that the last time Advertising starred in the ill-fated role of Favorite Demon, there seemed considerable reason to believe that its luster had worn thin—quite obviously, if advertising in the middle thirties was "forcing people to buy things they don't need and can't afford," it was doing so at a pace so leisurely that the American economy might never catch up with itself. In contrast, no one seems really now to doubt advertising's ability to help keep the wheels of industry moving.

At that time, too, advertising was being kicked around for its boisterousness, its brashness, its invasion of the privacy of the home, its incessant shouting, et cetera. But this time, Lord love us, advertising is being given the old heave-ho in song and story because of its sneaky, hidden, insidious and imperceptible persuasive methods. What really scares us now, we learn, is not the advertising that beats our eardrums to a pulp or gives us stabbing pains behind the eyes, but that hidden persuasiveness we neither see nor hear, but which diabolically attacks our will power and turns us into puppets, robbed of our free will and our spare cash, minus even that last forlorn refuge of the slave and the serf—the stubborn inner conviction that his master is a louse.

Well, this we absolutely refuse to stand for. The advertising business can probably take reasonably good care of itself in anything resembling a sensible argument about its value and validity as an economic instrument; but this hidden persuasiveness and subliminal stuff is a dirty sneak punch.

By definition, advertising is open avowal of a position; there is nothing hidden or subliminal about it. What makes advertising advertising is some identifiable person or group trying to get you—and you, and you—to do something or buy something which will please or benefit the advertiser. This advertiser may exercise all the wiles he can lay his hands on to get you to do what he would like to have you do, but he's still right out there in the open, making his pitch—not hiding under a bush or a subliminal perception cloud.

"Hidden persuaders" don't use advertising; people who don't want their identities known don't use advertising. Certainly, advertisers try to "manipulate" people, just the way every person is always trying to "manipulate" one or more other people to do something; but advertisers are always there to be seen and heard and counted. They are not hiding behind the scenes or behind someone's skirts.

Certainly advertisers are persuaders; that's what advertising is—the art of mass persuasion. But not hidden persuasion; in advertising the art is performed right out in center stage, for all the world to see,

Glaams the beautiful receptionist



—Henrietta Kieser, Bozell & Jacobs, Omaha.

"But he wasn't even looking at your legs when he asked if you'd noticed the split-run."

and with the performers clearly identified. If the people who are doing the persuading are hidden, then by definition they are not "advertising." And however nefarious or beneficial their activities may be, they are not advertising activities, and advertising should not be blamed for them.

A Tribute to Reynolds

What seems to us like one of the most outstanding marketing feats of the past several years has gone largely unnoticed in marketing circles.

We are referring to the fact that R. J. Reynolds Tobacco Co. has managed to emerge from the most fiercely competitive cigaret wars of the recent past with its brands in top position in all categories: Camel continues as the top-selling regular cigaret; Winston is well out in front among the filters; and Salem tops the menthol filters. In view of the fierceness of the competition and the hectic marketing situation, this is indeed an achievement.

It is also worth noting that all three brands are advertised by a single agency—William Esty Co. We cite this not to indicate that Esty is better at cigaret advertising than other agencies, but rather to make the point that in this case at least, a single agency manages to handle competitive brands within the same corporate family, and do pretty well by all of them.

#

What They're Saying . . .

The Cost of It

Huge sums are spent in magazine advertising, but they cost the consumer only a fraction of the price he pays for an article. The advertising of oranges costs the consumer about one-quarter of a cent for each dozen he buys. . . National advertising costs less than the linings in an advertised pair of men's shoes, about as much as the wrappings they came in for a pair of nylons.

. . . One automobile made for one person would cost upward of \$50,000. Advertising, and mostly magazine advertising, has made it possible for the average priced automobile to be within the reach of many American families. On a medium priced car the cost of the advertising amounts to about as much as the purchaser would pay extra for white sidewall tires.

. . . Advertising, it has been pointed out, in one way or another upholds the jobs of perhaps 15,000,000 workers in this country. The living of these workers and their families, a total of perhaps 50,000,000 people, stems from advertising. All of this makes advertising, and particularly magazine advertising, one of the most impor-

tant forces upholding the American economy.

—Donald M. Hobart, senior vp and research director, Curtis Publishing Co., at Advertising Club of New York, Dec. 16.

No Standstill for Packaging

Packaging will never come to a standstill. It will always be on the march toward more practical, more convenient, and more attractive sizes and/or shapes. Even though a package reaches that ideal state where improvement is no longer possible, it would be changed merely to attract new consideration.

—"20 Years Ago in the Flame," a department of Phoenix Flame, published by Phoenix Metal Cap Co., Chicago.

It Takes Imagination

Why doesn't somebody start gift packaging things like hardware, kitchen accessories, baby clothes, and similar supermarket items? The average person gives between 40 and 50 gifts a year. Imaginative retailers have been doing a big business on jeweled and mink-trimmed can openers!

—Nargus Reports to Retailers NARGUS Bulletin, published by the National Assn. of Retail Grocers of the U.S., Chicago.

Rough Proofs

The highly publicized All-Americans on the East team in the Shrine game in San Francisco Dec. 28 forgot to send their newspaper clippings to the unadvertised players on the West squad.

Gerber's suit against Beech-Nut indicates that a manufacturer likes to have the customers take the stock off his dealers' shelves, but not if the customer is a competitor.

The best salesman, says Charles B. Roth, is an ambivert, who "combines the inturbed brooding of the introvert with the out-going, company-seeking disposition of the extrovert."

Purchasing agents can supply enough inward brooding to waiting salesmen to turn most of them into introverts.

Be nice to your competitors, says *Family Weekly*, which mentioned *American Weekly*, *Parade* and *This Week* in its ad and even reproduced their covers along with its own.

Jim Woolf, the sage of Santa Fe, says the No. 1 responsibility of the advertising agency is admaking.

But when the sales curve turns down, the client is likely to want a lot more.

Good Housekeeping was complimented recently by a couple of Bronx appliance manufacturers, who featured its seal in their advertising.

Only trouble was that their products had never been approved by *Good House*.

The address is the thing, according to an advertising manager looking for a secretary, who advertised, "New executive offices in the 50s on Park Ave."

A publisher looking for a salesman talks about "little competition, large commission." The catch is that he must be able to operate without a drawing account.

A young woman looking for a production job shows what might be called restrained enthusiasm by assuring prospective employers, "Not afraid of a sensible work load."

Anheuser-Busch says it regained the No. 1 spot in the brewing industry in 1957, and it would have been equally delighted if its Cardinals had done as well in the National League pennant race.

Harry Truman, who suspects that the agency has worked with the Republicans, says BBDO stands for "bunko, bull, deceit and obfuscation."

That "obfuscation" is hardly in the Truman "give-'em-hell" tradition.

Those rugged he-men types who dominate the cigaret ads aren't supposed to discourage enthusiastic acceptance by the so-called gentler sex.

COPY CUB.

Advertising Age

Trade Mark Registered

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, G. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (Plaza 8-0404); National Press Bldg., Washington 4, D. C. (RE 7-7650); 1700 W. 8th St., Los Angeles 17 (DU 8-1179); 703 Market St., San Francisco 3 (DO 2-4994); 530 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

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25 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Elsewhere \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartensfeld, circulation director.

24

*Consecutive Years
of Advertising Leadership
in Delaware Valley, U.S.A.*

The Philadelphia Inquirer is first in national advertising, retail advertising, classified advertising, and total advertising. Among the reasons for The Inquirer's consistent standing as Philadelphia's FIRST newspaper are the following:

**Daily Inquirer families have the capacity to buy ... 51% of all
Daily Inquirer families have incomes of \$5,000 or more annually.**



**Daily Inquirer families have the need to buy more ... 76% of
all Daily Inquirer families own their own homes.**



**Daily Inquirer families have shown proof of their ability to buy
... 72% of all Daily Inquirer families own automobiles.**

All market data from "THE FAMILIES OF THE DELAWARE VALLEY," a study conducted for The Inquirer by Alderson & Sessions.

The Philadelphia Inquirer

Good Mornings begin with The Inquirer



NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Industrial Ad Budgets to Rise in '58: Freeman

NEW YORK, Dec. 31—A majority of industrial advertising budgets will be higher in 1958 than in 1957, a survey by National Industrial Advertisers Assn. indicates.

John C. Freeman, president of NIAA, in releasing the prediction, pointed out that "although budgets will be up, they will be spent carefully, and the emphasis will be on greater efficiency and effectiveness. Fewer publications will be used, but larger-space ads will try for harder impact," he said.

Several other findings from a sampling of 100 members of the association's roster were pointed out by Mr. Freeman. Indications are, he said, that there will be an expanded use of market research by industrial advertisers, and also greater use of product publicity, readership studies, corporate public relations and management training, in that order.

■ "Should a slight decrease in sales volume occur, it will not result in a decrease in ad spending in most cases," Mr. Freeman said. "This reflects confidence on the part of management in prospects for the coming year and the confidence that exists in the effectiveness of advertising."

"We in the industrial field feel any business uneasiness first," he said, "because we are responsible for selling the capital goods that produce the consumer end-products."

"About half the dollar volume of sales in the U.S. is in the industrial field," Mr. Freeman pointed out. "So far we have felt little uneasiness, but we have encountered a solid determination to increase the results of advertising." ■

S-H Completes Survey

Scripps-Howard Newspapers has compiled its 11th annual survey of grocery product distribution in Scripps-Howard markets. The survey covers 77 classifications of merchandise found in stores and shows the percentages of distribution of thousands of products by brand names.

ONLY the RECORD and JOURNAL



COVER

Meriden • Wallingford, Conn.

Spending power? Here it is in Meriden-Wallingford, where industrial payrolls exceed \$77 million yearly. No Hartford or New Haven ABC newspaper has more than 500 circulation in this rich market of nearly 100,000. But The Record and Journal give you 97% coverage.

The Meriden
RECORD and JOURNAL

Meriden • Connecticut
National Representatives:
GILMAN, NICOLL & RUTTMAN

Figenwald Joins Lee-Stockman as Radio-TV Exec VP

E. Louis Figenwald has joined Lee-Stockman, New York agency, as exec vp in charge of radio and television. Mr. Figenwald brought with him several accounts. He had been a director of Allen Christopher Co. until the agency closed shop several months ago.

Most of the accounts added to the Lee-Stockman list by Mr. Figenwald formerly were with Allen Christopher Co. Among them are

Anderson Pharmacal Co., Brother Sewing Machine Corp. and Atlas Sewing Machine Co. Mr. Figenwald said he also brought with him House & Garden Specialties, previously with Parker Advertising, and White House Co., a record mail order company previously with Victor & Richards.

'Institutions' Starts Monthly Newsletter

Beginning in January, *Institutions*, Chicago, will publish a

monthly newsletter to be distributed to institutional food wholesalers in the U. S. Called "Institutions Food Distributors' Merchandiser," the newsletter will feature food merchandising news from food manufacturers selling the mass feeding, mass housing institutions market.

Six Added to ABP

Six Standard Rate & Data Service publications have been added to Associated Business Publica-

tions. They include *Films for Television*; *Network Rates & Data*; *Spot Television Rates & Data*; *Transportation Advertising Rates & Data*; *ABC Weekly Newspaper Rates & Data*, and *Canadian Media Rates & Data*.

Hoffman Boosts Preyss

Leonard Preyss has been promoted from advertising manager to vp in charge of advertising by Hoffman Publications, New York trade magazine publisher.

The newsgathering service

...ACB will capture, tabulate and deliver all advertising you specify appearing in daily/Sunday newspapers

Any ad that runs in any newspaper is important business news to many men in distant cities. And it's ACB's job to supply such news.



It's big news to a manufacturer when his dealers in Tallahassee or Walla Walla or Oshkosh use his mats and push his line; and this ACB can tell him!

It is news—essential news—when retail stores drop a manufacturer's advertising and push his competitor's brands. The trade papers he reads will not report it but, this ACB can tell him!



The news wire services will never hum with the fact that the Abilene Emporium is running a close-out sale on Domestic Art housedresses. But it is "scoop news" to a certain salesman who is working Nebraska this week, and this ACB can tell him!



The newscasters will never tell him but it's news to a salesmanager when the Tulsa branch first shows signs of an alarming drop

Oklahoma Court Rules Against Safeway, Says Stamps Are Discount, Not Price Slash

OKLAHOMA CITY, Dec. 31—Safeway Stores has been barred by the Oklahoma supreme court from cutting prices below the statutory limit to meet competition from grocery stores giving trading stamps. The decision, handed down Dec. 24, received little notice in newspapers because of the Christmas holidays.

The Oklahoma law, passed in 1949, requires a mark-up of 6% above the cost to the retailer, including freight and taxes.

■ Safeway had contended that other merchants, by giving trading stamps, had, in effect, reduced their prices below that statutory requirement. It then reduced prices

because it did not give stamps. In upholding the lower court decision, the supreme court said: "We are of the opinion that this injunction granted by the trial court against Safeway was proper, because under our statute the appropriate remedy was by injunction and not by retaliation or retaliatory action, such as was practiced by Safeway."

"We conclude that the weight of law distinctly shows that the practice of giving trading stamps in

the usual customary manner does not amount to, nor will it sustain, a charge of price cutting."

The court held that the use of stamps amounted to a cash discount rather than a price reduction. #

NTA Boosts Rodgers

Pete Rodgers, a sales executive with National Telefilm Associates since 1955, has been named to the new post of sales manager of the West Coast division of the tv film distributor-producer. His head-

quarters will be at 3721 Sunset Blvd., Hollywood. NTA also has moved its New York offices to larger quarters in Coliseum Tower, 10 Columbus Circle.

Hamilton to Vogue Service

Isabel Hamilton, formerly promotion manager of the pattern division of McCall Corp., has been appointed promotion manager of the Vogue Pattern Service, a division of Conde Nast Inc., New York, effective Jan. 6. She had been with McCall Corp. 11 years.

Slater Named Promotion Head

Ran Slater, formerly promotion and merchandising manager of Outdoor Advertising Inc., New York, has joined American Machinist as promotion manager. He succeeds Louis Wiegand, who has resigned.

Groves-Keen Moves

Groves-Keen, Atlanta agency, has moved to larger quarters at 157 Cain St., N. W.

that INCREASES SALES

in retail advertising support; or that the competition is plastering the area with nationally released ads.



And it's news to the Omaha Division Manager when Colorado merchants do not support his new salesman with ads. All these things, ACB can tell him!

It's news to an advertising manager when competition is testing out new copy slants; or pilot runs on new products . . . when substitutes are invading his market . . . when price-cutters are at work . . . when unauthorized vendors enter . . . when name or trademark infringement appears . . . when retailers give him gratis advertising . . . when his co-op allow-

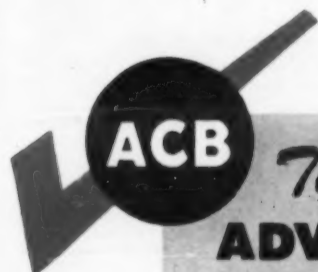


ance is not being used . . . when retail stores bend or break his co-op contract . . . this, ACB can tell him!

In all this newsgathering, ACB charges are reasonable. Coverage can be from as little as one month in one city on up to continuous nationwide coverage with never a change in basic rates. There are a dozen choices of coverage, such as: by sales territories; by cities of a certain size; by price of product; etc.



Full information on ACB's 14 Services in our 48-page catalog sent on request, or contact our nearest office.



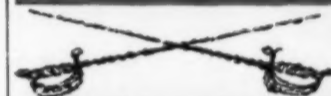
The ADVERTISING CHECKING BUREAU, INC.

New York (16) 79 Madison Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE



STORY



HOOR



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN 1958, ARMED FORCES FAMILIES STATIONED IN EUROPE WILL SPEND



RESOLVE—NOW—TO MARKET YOUR PRODUCT OVERSEAS THROUGH THE AMERICAN WEEKEND

WEEKEND is the fact and feature-packed "Sunday Newspaper" for servicemen and dependents in Europe—and the major family medium in a \$300,000,000 market of more than half a million Americans. You can reach this rich resource of retail volume—without export "red tape"—through the PX and Commissary system, and you can sell service families through the concentrated coverage-in-depth of the American-edited American WEEKEND.

Write for the new military market information book—
"MASS SELLING AND SAMPLING TO MILLIONS"



The American
WEEKEND

ARMY TIMES PUBLISHING CO., 2020 M St., N.W., Washington 6, D. C.

U. S. OFFICES: Boston, Charleston, S.C., Chicago, Dallas, Detroit, Honolulu,

Los Angeles, Miami, New York, Philadelphia, San Francisco

FOREIGN OFFICES: Frankfurt, London, Paris, Rome, Tokyo

Uncle Mike's CHILDREN'S THEATRE

5:15 to 5:55 pm
Monday through Friday



packed full
of everything
that CHILDREN
love to see!



WBEN-TV's 40 MINUTE HOUR!

Western New York's younger folks find Uncle Mike's CHILDREN'S THEATRE Buffalo's fullest forty-minutes of television. Results prove this to be so.

For the multi-voiced, many faceted Mike Mearian has captured a loyal and large following in his web of whimsy every weekday on Channel 4. Children love his many characterizations; his puppet friends, Buttons, Bows and Monk; and the daily cliff-hanging episode of "Ramar of the Jungle" that Uncle Mike features on every show.

Products that have found this a fertile field to cultivate include chocolate milk fortifiers, breakfast cereals, candies, hobby sets, children's clothes and shoes and desserts. CHILDREN'S THEATRE was recently extended to add more fun for the youngsters. It also adds more spot-time for sponsors who want to win little friends and influence little people.

HARRINGTON, RIGHTER & PARSONS — our national representatives — or our sales department will be happy to fill you in on the facts and figures.

WBEN-TV
CBS IN BUFFALO

YOUR DOLLARS COUNT FOR MORE ON CHANNEL



4

Use Emotional Appeals to Instill Cloth Brand Loyalty, Fabric Awareness: Dichter

NEW YORK, Dec. 31—Dr. Ernest Dichter, president of the Institute for Motivational Research, has provided the textile industry with a 10-point program to develop brand loyalty and fabric-consciousness among consumers.

Speaking to the textile group of the Assn. of National Advertisers, Dr. Dichter said the clothes Americans wear are "made of fabrics which are invisible psychologically" because consumers have "almost no knowledge of the value, the grade and the quality of the fabrics."

The textile industry "commands less brand loyalty for its products than exists in almost any other area of consumer purchasing," he stated. "The consumer may consciously purchase a Cannon sheet or a Harris tweed coat. The housewife may buy Dan River fabric. And certainly such names as Du

Pont and Owens-Corning Fiberglas are well known. But that's about where the story ends."

■ Dr. Dichter proposed a "therapeutic" program such as the following:

1. "Create a personal relationship. Feature advertising appeals on the level of warm, personal, intimate contact with the textile..."
2. "Create meaningful associations." Each textile "has a power and a symbolic value."
3. "Resolve the misery of choice." Consumers are confronted with a "profusion of products" and ads should help them out "by explaining frankly what the fabric can and cannot do."
4. "Match the thrill of the buying experience." Advertisers must transmit "all the emotional qualities of the buying act."
5. "Provide moral permission." Reluctance to purchase "is often based on fear" and it is up to the industry "to answer these fears with positive psychological reasons for change."
6. "Appeals to personality types. The industry can do much to break negative stereotypes, such as: 'I'm allergic to wool.' Accent the positive: 'The man who only likes silk shirts, the woman who insists on cotton, etc.'"
7. "The genetic approach: educating the child. Children today learn about cooking, sewing, home repairs. But how much do they know about fabrics and what is the industry doing to help them learn?"
8. "Appeals to men and women. Tastes are changing in America and the textile industry must be aware of the growing interest men have in their wardrobes, and of the fashion trends among women."
9. "Fill unsatisfied needs. Textile advertising must reach new consumer groupings in recognition of changing cultural needs."
10. "The industry must make news. It must exploit its own progress," particularly in the consumer press where there are sections on fashion, cooking and furniture, but "none" on textiles. #

Mergenthaler to Stay in N.Y.

Mergenthaler Linotype Co., which announced in November it would move its plant next summer after more than 50 years in Brooklyn, N.Y., has decided to stay within 50 miles of New York City. The company has announced that its Matrix operation will stay at the present Brooklyn location along with executive, sales and research divisions, but that its Linotype-Davidson unit will be moved to a site not yet selected somewhere on Long Island.

Kolburne Adds Three

Workman TV Inc., Teaneck, N.J., and two New York companies, Filmfax Productions and Tri Art Color Corp., have named Russell Kolburne Inc., New York, to handle their advertising. All three advertised directly previously. Workman manufactures electronic specialties; Filmfax produces filmstrips and slides; Tri Art operates a film laboratory.



Dean
does
it!

See page 70

THE
magazine
in
St. Louis



**all the flexible power, prestige and saturation coverage
of a great newspaper... plus *COLOR GRAVURE* reproduction**

MAGAZINE
ADVERTISING
AT THE
LOCAL LEVEL

LOCALLY-EDITED GRAVURE MAGAZINES

Akron Beacon Journal
Atlanta Journal and Constitution
Columbus Dispatch
Denver Post
Houston Chronicle
Indianapolis Star

Louisville Courier-Journal
Newark News
New Orleans Times Picayune States
Phoenix Arizona Republic
St. Louis Globe Democrat
Toledo Blade

Pharmaceutical Ad Club Elects Arthur C. Emelin, general manager of the J. B. Roerig division of Chas. Pfizer & Co., has been elected president of the Pharmaceutical Advertising Club of New York. Other officers elected are Wilbur M. Monday, sales promotion manager, Roche Laboratories, vp; George B. Rooney, ad manager,

White Laboratories, vp; Edward W. Whitney, ad director, Pfizer Laboratories, treasurer; and John W. Eckman, vp, Thomas Leeming & Co., secretary. Thomas P. Lewis, exec vp of Walker Laboratories, was named president-elect.

More Stations, Not Abolition of Option Time, Can Cure TV Ills: Petry

NEW YORK, Jan. 3—The tv networks have acquired some support from an unexpected source.

Edward Petry, head of the radio-tv representative which bears his name, said, in a statement released this week, that he was speaking up because the networks have been subjected to "an unwarranted at-

tack" that could "hobble, if not destroy, the keystone of our great broadcasting system.

"Because of the importance of [the] network-station relationship, I am very concerned with recent developments in Washington," he said. "Specifically I refer to the report of the network study staff of the FCC, identified as the Barrow report."

Mr. Petry said he agreed with some parts of the report but that he disagreed completely with the report's conclusion that "network practices have served to restrain competition between network and national spot advertising and to place station representatives, program suppliers and advertisers using national spot at a competitive disadvantage."

■ The representative said the lack of competitive tv stations in major markets, more than any other single factor, has restricted competition.

"As the FCC has permitted additional stations to commence operating, we have witnessed all the healthy aspects of vigorous American competition come into play," he continued.

"The development of a third major tv network and independent sources of programming are far greater safeguards against undue restriction of competition than any government fiat. Although the allocation problem is far from solved, enough new stations have commenced operations for us already to note the effects of strenuous competition for the advertiser's dollar."

Noting that a major subject in the Barrow report is "its attack on network option time," Mr. Petry said an "undesirable restriction of network option time would do a disservice to every person in the country now enjoying the wonders of television. . .

■ "A strong station schedule with the proper allocation of time for network programs is the most valuable thing we have to sell to the national spot advertiser. I submit that the stations themselves recognize the importance of network option time in the maintenance of strong networks to help them serve the public interest in their communities. . .

"I have no quarrel with the Barrow conclusions that there are some present network practices that can, and should, be corrected. But to cut the heart out of this vital network service is quite another thing," Mr. Petry said. #

Avis Philbrook Opens Shop

Avis Philbrook, formerly an account executive with Marvin Young Associates, has opened her own Hollywood, Cal., office to handle Schweppes advertising for Marshall Duffield Corp. She will represent Ogilvy, Benson & Mather, New York, for the Southern California portion of the Schweppes budget. Address is Avis Philbrook Associates, 6505 Barton Ave., Hollywood.

Whether it's
**PRINTED
BROADCAST
TELECAST**

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.

**EMPLOYERS
REINSURANCE
CORPORATION**
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Heikkila Joins Maitland

M. Adolph Heikkila has been named assistant director of industrial advertising of Vic Maitland & Associates, Pittsburgh. He formerly operated his own industrial agency in New York.



You can sell it everyday in The Cleveland PLAIN DEALER

The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the
Cleveland Market
sells **4½**
billion dollars

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	2,247,897	1,999,804	4,247,701
Retail Food Sales	549,318	484,163	1,033,481
Retail Drug Sales	85,930	55,457	141,387
Automotive	382,082	390,920	773,002
Gas Stations	120,031	157,081	277,112
Furniture, Household Appliances	124,695	102,572	227,267

*Akron, Canton and Youngstown's Counties are not included in above Sales.

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

**Eugenia
does
it!**

See page 70

All-out home improvement drive targets on

\$20^{1/2} BILLION MARKET



"The Home Improvement Council will do a job that no one company or trade association can do alone. It will sell the whole idea of home improvement and modernization to the consumer. It will stimulate the whole market at the customer level. By teaming up in this one big effort, we will make all our individual activities more productive and more profitable. The objective of HIC is to cause more people to spend more money on home improvement, so that each of us will enjoy increased sales."

Fred C. Necht

Chairman, Home Improvement Council
General Retail, Merchandise and Sales Manager
Sears, Roebuck and Co.

With the slackening of new home construction, the entire shelter industry must tap—for the first time—the full potential of the home improvement market, which the Home Improvement Council says totals more than \$20^{1/2} billion.

In 1958, the all-out home improvement drive—with massive support from manufacturers, magazines, newspapers and trade associations—will stimulate tremendous interest in home improvement and modernization. The campaign gives the entire shelter industry an unprecedented opportunity.

Focal point of the promotion is the national \$125,000 "How's Your Home" contest, starting January 1, 1958. More than 20 million entry forms for the contest will be distributed by national magazines and industry. The hundreds of thousands of home owners who enter the contest will be required to detail the specific home improvements they need.

R. L. Polk & Co. has been selected to administer and judge this contest. Names of contestants will be available to members of the Home Improvement Council exclusively, for circulating direct mail advertising through R. L. Polk & Co. to these entrants, according to their specific product and service needs.

To take full advantage of this history-making home improvement campaign, firms in the shelter industry first

should apply for membership in the Home Improvement Council, a permanent organization of leading manufacturers and dealers in products for the home; contractors, builders and lending institutions. For full details, please contact Don Moore, Executive Director, Home Improvement Council, 2 East 54th Street, New York 22, New York.

Agencymen:

If you have clients in the shelter industry and are not yet fully informed of this program, we suggest you get complete information from Don Moore, Executive Director, Home Improvement Council, 2 East 54th Street, New York 22, New York.

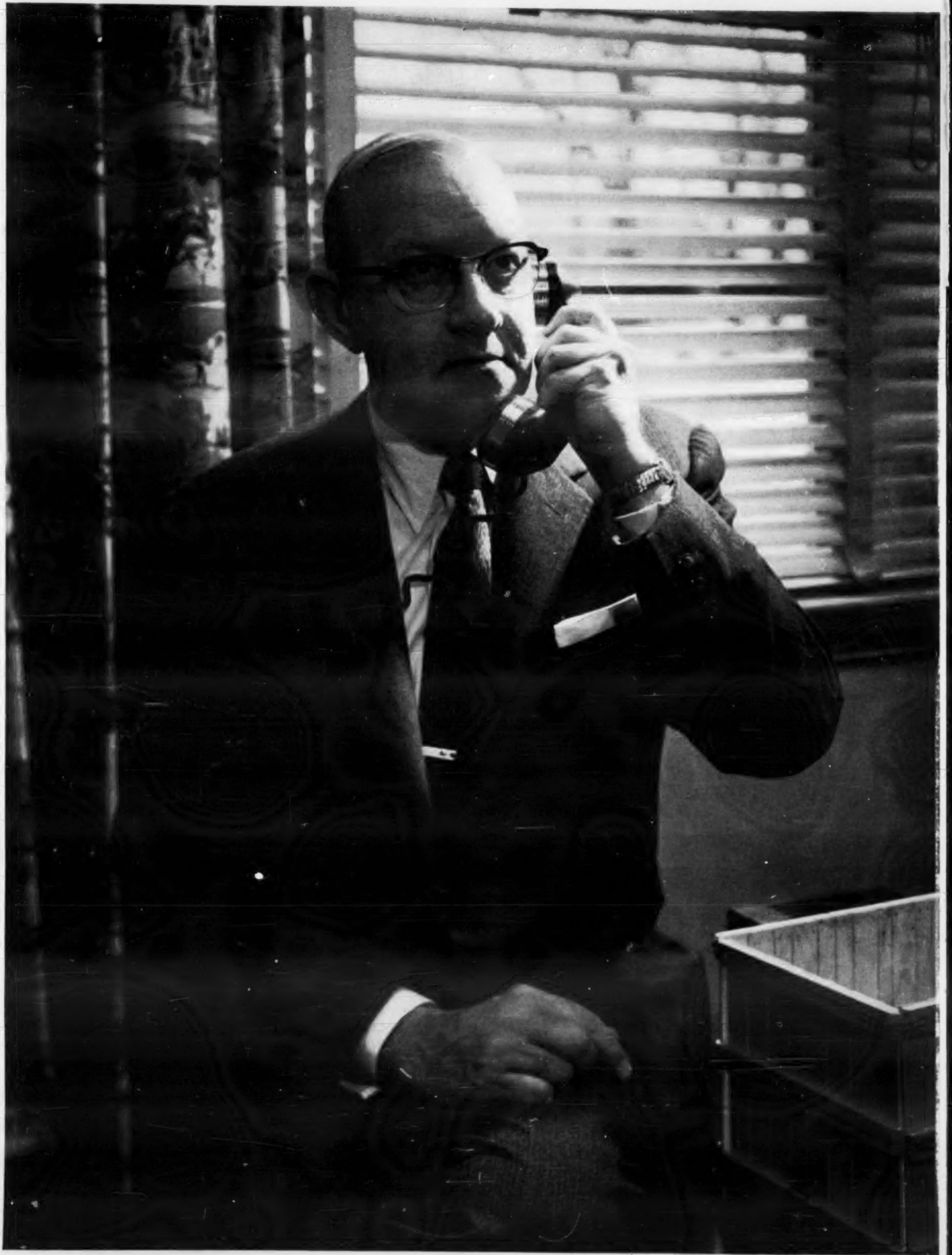


R·L·POLK & CO.

publishers

431 Howard Street • Detroit 31, Michigan

CHICAGO • CLEVELAND • NEW YORK • PHILADELPHIA • ST. LOUIS • TRENTON



"I Must Know Trends As They Develop!"

says C. Claude Watkins, Vice President, Director of Purchases,
General Box Company

"With plants across the nation, local supply is of critical importance to the success of our company. Hurricanes, floods, forest fires and other localized events affect price and supply trends everywhere. The same is true of foreign events. Like purchasing men throughout industry, I need trend-making information to plan advanced purchasing operations. Presently this information is not available in one regular source. We need significant local, national and international trends in one publication. And, we need it on our desks in time to put it to work."

Your Product Information Is Reported Promptly!

Every week of the year, PURCHASING WEEK keeps your prime prospects up-to-date on your product developments, literature and prices. It reports the trends and trend-making factors of greatest interest to purchasing men: price and supply, new materials and products, news affecting purchasing, Washington and the world, current busi-

ness economics, "how-to" feature stories—and more.

Purchasing Week Delivers the Facts that Make Trends!

17 full-time editors report and interpret the news as it breaks. Backing them are the world-wide news services of McGraw-Hill . . . 550 industrial-reporters on domestic and foreign assignments, the editorial staffs of 35 other McGraw-Hill magazines, the Department of Economics and other McGraw-Hill services. These are trend-gathering facilities unmatched by any other source.

Places Your Messages on Prospects' Desks— in Time to be Usable!

Your sales messages on the pages of PURCHASING WEEK concentrate on a pre-sold audience of men-who-buy in your markets. Your advertising in PURCHASING WEEK is . . . *calling every week on the man your salesman must contact.*

- **A 10 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " type page on coated stock, accepting standard space units of advertising.**
- **First issue: Monday, January 6, 1958.**
- **Initial distribution: 25,000 purchasing executives in business and industry.**

For full details on rates, mechanical requirements, and an early issue, contact your McGraw-Hill office.

Purchasing Week

McGraw-Hill's National Newspaper of Purchasing

McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N. Y.

Retailers know where the money is
... in Boston

2,500,000 lines leadership*
over the second paper

(1st 10 months, 1957)

*Larger daily figure for each newspaper plus Sunday

ONE contract delivers the **BIG BULK** in Boston

The BOSTON HERALD-TRAVELER Boston's Basic Buy

Represented nationally by **GEORGE A. McDEVITT Co., Inc.**, NEW YORK • CHICAGO
PHILADELPHIA • DETROIT • LOS ANGELES

Special travel and resort representative: **HAL WINTER COMPANY**, 7136 Abbott Ave., Miami Beach, Fla.

Smith Is One of 'We the People' as Beane Resigns

NEW YORK, Jan. 2—Merrill Lynch, Pierce, Fenner & Beane, largest U.S. brokerage house, is changing its name, which has been a popular gag topic for jokesters for many years. Effective March 1, it will become Merrill Lynch, Pierce, Fenner & Smith. This substitutes the name of Winthrop H. Smith, directing partner, for that of Alpheus C. Beane, a partner for 16 years, who is retiring Feb. 28.

Mr. Smith, who started with the brokerage house in 1917, became a directing partner in 1956 on the death of Charles E. Merrill, a co-founder.

A spokesman for the concern said that the name change would require very little of the sign-changing which characterized several big bank mergers a few years ago. In the first place, he said, "Smith" and "Beane" are the same length.

Secondly, few if any of the concern's signs are engraved in stone. As for stationery and literature, he said, the current supply will be allowed to run out before it's changed.

■ Mr. Smith was born in South Hadley Falls, Mass., in 1893, graduated from Amherst College and joined MLPF&B 41 years ago as a runner, at \$7 a week. He served in the Army during World War I, rejoined the company as a stock salesman and subsequently became director partner.

The house acquired its lengthy designation as the result of several consolidations in 1940 and 1941. First, Merrill Lynch, an investment banking concern, was joined with E. A. Pierce, a wire house, and later with Cassatt & Co. The following year this group was joined by Fenner & Beane, a commodity house.

The brokerage house is credited with being the largest advertiser in its category. It invested about \$1,000,000 in 1957 in newspaper and magazine advertising. This compares with about \$500,000 in 1941.

Following the death of Mr. Merrill in 1956, ADVERTISING AGE in an editorial (Nov. 19, '56), noted that the brokerage house had spent more than \$17,000,000 on advertising and sales promotion since the early '40s—"by far the biggest schedule in Wall St."

■ In addition, it was noted, MLPF&B published the first annual report ever released by a major brokerage house, and it had done a great deal "to take the mystery out of finance and to take Wall St. to Main St."

Last April, the partnership reported gross income during fiscal '57 of \$83,497,000 compared with \$81,973,000 in fiscal '56. Net income after taxes and charitable donations was \$4,514,000, compared with \$4,555,000 the preceding fiscal year.

The brokerage house's advertising agency for many years has been Albert Frank-Guenther Law. Advertising is concentrated in 200 newspapers and 50 magazines. But the concern also issues vast quantities of direct mail literature and investment information. #

Mutual Seeks 7 FM Stations

Mutual Broadcasting System, New York, has announced its intention of buying or filing for the full federal limit of seven fm stations. The network has already filed for an unassigned fm license in San Francisco. Paul Roberts, Mutual president and a former fm station representative, wants the stations to improve Mutual's service in key areas. He predicts a resurgence of fm broadcasting.

Volck Joins Hulefeld

Arthur W. Volck has joined Frank Hulefeld Associates, Cincinnati, advertising and packaging art service. Mr. Volck formerly was advertising manager for Avco's Crosley government production division.

Allen-Klapp Adds One

Allen-Klapp Co. has been appointed national advertising representative for the News, Greenville, Mich.



Otto
does
it!

See page 70

TAKING
STOCK
IS GOOD
BUSINESS

If you're in business, you take inventory at least once a year. It's essential to the health of your business to know where you stand. But have you taken stock of yourself recently? Do you know where you stand when it comes to cancer?

A once-a-year health checkup can tell you. The chances of curing cancer are far greater when it is detected early and treated promptly. Living proof are the 800,000 Americans who have been cured.

Yet lung cancer now kills 24,000 men annually...eight times as many as twenty years ago. And thousands of these deaths could have been prevented if the cancer had been diagnosed early and treated promptly.

That's why it's vital for every man to have a health checkup every year, including a chest x-ray. Further, if a cough or hoarseness lingers for more than two weeks — one of cancer's danger signals — an immediate visit to the doctor is indicated. Give yourself the same break you give your business. Take that personal inventory regularly — have a health checkup every year.

AMERICAN
CANCER
SOCIETY

G

L. S. Benson
General Office
Chicago

T. J. O'Neill
Akron

S. L. Coker
Atlanta

J. V. Cullinane
Chicago

C. E. Kiefel
Chicago

J. G. Spencer
Duluth

H. T. McNamara
Binghamton

G. A. Katz
Louisville

J. W. Jennings
General Office
Chicago

A. B. Slattery
General Office
Chicago

W. C. Shellabarger
Denver

C. P. Pietsch
Dayton

M. E. Winteregg
Indianapolis

O

F. R. Metzdorf
General Office
New York

E. J. Poirot
Hartford

B. R. Daley, Jr.
Jacksonville

R. M. Bauers
Kansas City

R. E. Clinton
Kansas City

P. A. Carter
Memphis

D. N. Zimmerman
Davenport

J. E. Toler
Roanoke

G. D. Macdonald
General Office
New York

M. J. Corken
Minneapolis

N. Baker
Nashville

E. M. Dufrechou
New Orleans

V. J. Ernano
New York

M. H. Lattman
New York

R. E. MacDonald
New York

A

R. E. Sebert
Detroit

C. A. Guyot, Jr.
St. Louis

F. J. Ruck, Jr.
Sioux City

B. Kearbey, Jr.
St. Louis

W. P. Dargan
Utica

J. M. Pearson
Westchester, N. Y.

E. L. Roberts
Winston-Salem

J. E. Cheatham
Oklahoma City

J. Hartigan, Jr.
Detroit

J. M. Meehan
South Bend

B. J. Joseph
Westchester, N. Y.

E. O. Cramp
Philadelphia

R. B. Jones
Washington

R. J. Hart
Westchester, N. Y.

J. W. Wilbourne
Richmond

R. C. Schleiger
Omaha

MERCHANDISING

Meet the members of the GOA Network of National Sales Representatives

These are the men who *sell, service* and *help merchandise* for you at the local level . . . the "SALES LEVEL."

Located in *every* branch of General Outdoor Advertising Company, these "Pros" add hundreds of hours to your own sales

efforts, helping with your specific local merchandising objectives.

Go First Class . . . put this extra effort and unity into your Outdoor campaign.

Just call your General Outdoor Advertising Company office, or write to us in Chicago.



General Outdoor Advertising Co.

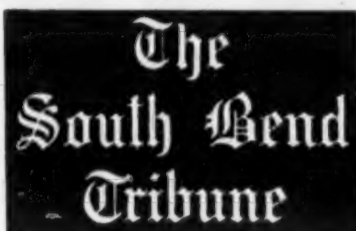
515 South Loomis Street, Chicago 7, Illinois

NOW!... A NEW DISCOUNT

In The South Bend Tribune
Sunday Magazine

22%

Now advertisers can enjoy a 22% discount in completely covering one of the Nation's richest markets. When you run a minimum schedule of thirteen 1/2 pages (or the equivalent lineage, 6500 lines, with fewer insertions) in the South Bend (Ind.) Tribune Sunday Magazine, you may earn an additional 17% discount by running a schedule of comparable space in the daily Tribune at its regular r.o.p. rate. This brings the total discount to 22% in the magazine section — or 27% if the 26-time rate is used. Write for complete details on this money-saving plan—or ask your Story, Brooks & Finley man.



Franklin D. Schurz — Editor and Publisher

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

Pulse Tests New Technique

Pulse Inc., New York, research organization, has completed a test study, made in the Boston market, of a new rating technique to be incorporated in future monthly Telepulse reports. Using a base of four consecutive weeks (few) of field research surveying each time period four times during the month, the ratings will thus be a survey of one week in the month. Pulse subscribers in New York and Los Angeles have been advised of the new technique and will be the next markets surveyed by the new method.

Wall Named Ad VP

Richard J. Wall has been named advertising and sales promotion vp of International Swimming Pool Corp., White Plains, N.Y. Mr. Wall joined International, manufacturer of Esther Williams swimming pools, early in 1957. He had been advertising manager of New York Wire Cloth Co.

ANA Study Tells Good, Bad Points of TV Barter

NEW YORK, Jan. 2—Barter—the swapping of time for films or merchandise prizes—hasn't established much of a foothold in the tv industry, judging from the results of a study by the Assn. of National Advertisers.

The radio-tv group of the association reports that, of 234 advertisers who answered its questionnaire on the subject, only 16 had used the barter route to get on tv. Nine of these said they were "satisfied" with their experience. This poll of the membership was taken during October and November.

As of that time, only four advertisers of the 234 replying were using swap television. Three others said they hadn't found the "right deal" yet.

■ The satisfied users had such things as these to say about barter tv:

- "For peanuts (in money) and our product, I get exposure and identification over network tv. This we consider as a publicity expense and we like publicity. We do not confuse it with advertising."

- "Economical. Got good time for much less cost than a cash outlay would have required."

- "We used it in a very small way and in that case it happened to make sense, and it proved to be an especially good buy."

■ Five advertisers who were dissatisfied with their barter returns had this to say:

- "We have traded first class merchandise for third class time. The device only makes sense when in an overstocked position, a rarity in our business."

- "Proof of performance was hard to get, and on some occasions we discovered months later that we had missed an entire schedule. The quality of time offered frequently was poor. There was a lack of flexibility when changes had to be made because of disappointing ratings."

- "Very difficult to administer. The times you get are second or third rate on generally weak stations and/or small markets."

- "The end use of the product bartered is often the most important factor since it may upset your normal dealer relations. Also it usually happens that the opportunities for barter exist in the least desirable areas or media. We prefer to pay cash for what we get and get what we want and need."

- "Products of other sponsors were not compatible."

There were few comments from companies that have been steering clear of the barter merchants. But six of the nine non-users who did offer comments characterized barter as a poor business practice and a disservice to the industry. #

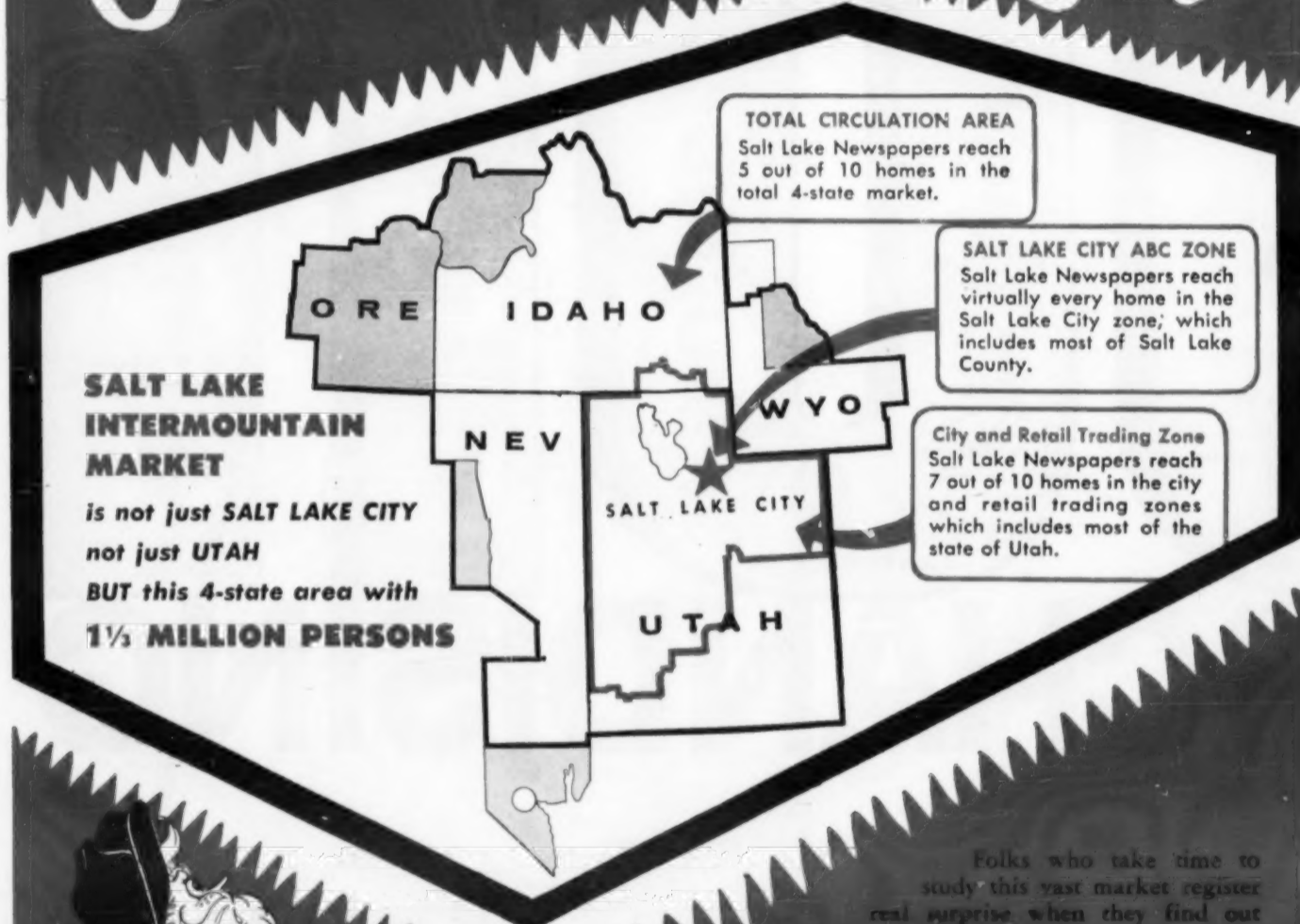
Griffith Names Carroll

Griffith Advertising Agency, St. Petersburg, Fla., has named Ted Carroll director of public relations. He formerly was assistant director of public relations of MacDonald-Cook Co., South Bend, Ind.

Sackel Adds Tabby Cat Food

Sackel Co., Boston, has been appointed to handle advertising for User Canning Co., Boston, packer of Tabby cat food. Ingalls-Minter Co., Boston, is the previous agency.

One Big Package!



SALT LAKE INTERMOUNTAIN MARKET

is not just SALT LAKE CITY
not just UTAH
BUT this 4-state area with
1 1/2 MILLION PERSONS

Folks who take time to study this vast market register real surprise when they find out how rich this one big unified market really is... and how easy it is to reach and sell it! Experience shows that people's needs are the same here in the Intermountain West... but marketing is different! Open this surprisingly rich market by using the coverage and impact of Salt Lake City's two great metropolitan newspapers.



The Salt Lake Tribune
(MORNING & SUNDAY)



DESERT NEWS AND
Salt Lake Telegram (EVENING)

Experience Speaks

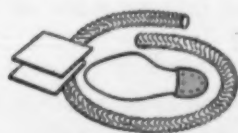
“Trade and industrial publications play a very important part in our advertising plans. In fact they represent our major effort.”



JEROME M. SCHLAKMAN

Advertising Director

**AMERICAN BILTRITE RUBBER COMPANY, INC.
CHELSEA, MASS.**



During World War II, Jerome M. Schlakman interrupted his studies at the University of Pennsylvania long enough to serve in the E.T.O. as a sergeant of field artillery. After the war he returned to his native Philadelphia and his alma mater. Graduating from the Wharton School in 1947, he joined the merchandising staff of a nationally known department store. A year later he moved to American Biltrite as assistant to the sales manager. In time he became assistant advertising manager there and then advertising manager of the company's Amtico Flooring Division. Four years ago he was named to his present position, with full responsibility for the advertising, sales promotion, and public relations activities of the company and its many subsidiaries. Recently we had the opportunity to talk with Jerry Schlakman about the important role of trade and industrial publications in his diversified advertising programs. For the highlights of our discussion with this interesting young advertising executive, please turn the page.

Experience Speaks



"The advertiser who puts genuine thought and effort into



Q Your organization is currently celebrating its Golden Anniversary, isn't it?

A That is correct. American Biltrite was founded in 1908 in Trenton, N.J., then the rubber manufacturing capital of the world.

Q And certainly you have enjoyed dynamic growth and expansion during the past 50 years. Just what is your position today?

A With an annual sales volume exceeding \$60,000,000, the company has become the world's largest manufacturer of shoe soling material and vinyl and rubber floorings. We have extensive plants at five locations in the United States and Canada and employ more than 5000 skilled workers. We process well over 100,000 tons of materials annually.

Q Just how are your various products marketed?

A The answer to that question can become a bit involved; so I'll only attempt to generalize and consider our products made in this country. Our complete line of Biltrite rubber heels and soling materials, manufactured especially for the shoe rebuilding trade, is sold through more than 500 wholesalers to over 30,000 shoe rebuilders across the country. Our soling materials and rubber heels for new shoes are sold directly to the shoe manufacturer. Our Biltrite specialty products—vinyl and rubber garden hose, flexible sprinklers, sponge rubber, etc.—are sold through a large staff of sales representatives to the various hardware outlets, department stores, chain and supermarkets. Our

flooring materials, under the Amtico brand, are sold through more than 100 distributors and 25,000 floor covering dealers from coast to coast.

Q How about your industrial rubber products?

A They are manufactured by our Boston Woven Hose and Rubber Division, which is the newest member of the American Biltrite family. Boston's heavy mechanical products are marketed through more than 5000 accounts, which include over 400 franchised industrial and mill supply houses. Boston's consumer products are sold primarily through industrial distributors, hardware, automotive, electrical and floor covering wholesalers. Many of the country's largest manufacturers use Boston products as original equipment, and virtually every industry uses Boston products.

Q What do you consider to be some of Biltrite's advertising highlights?

A The answer to that comes to mind immediately. The Biltrite name gained national prominence several years ago when we retained the services of Gino Prato, the New York shoe rebuilder who had won overnight fame on the \$64,000 Question television program. Prato, as the company's good will ambassador to the shoe rebuilding trade, has been a huge success. His association with us has done an excellent job for all American Biltrite products. And he has become the principal theme for all our shoe rebuilder trade advertising.

Q How important is the trade and industrial press to your overall advertising program?

A Trade and industrial publications play a very important part in our advertising plans. In fact they represent our major effort. We use about 50 such publications—all the leading magazines in the various fields in which we have an interest and a market.

Q Are these publications important to all your product lines?

A Yes indeed. You'll find that our trade and industrial programs are just about as complete as they can be in every category.

Q What are your views on the subject of frequency?

A We certainly believe in reasonable frequency. In fact it is our policy not to go into a publication unless we are prepared to sustain a schedule. In monthlies, for example, we consider a 6-time schedule the minimum. In a semi-monthly, we want our advertising to appear at least 13 times.

Q Are you concerned about the duplication from using more than one publication in an industry?

A Not in the slightest. Duplication is nothing more than repetition. If our advertising is seen in two different publications, it simply means that the reader has been exposed to our message twice instead of once and is twice as likely to be aware of us.

Q What basic objectives have you set for your space advertising?

A Primarily we try to gain acceptance rather than demand for our various products. This of course is due to the very nature of most of our products—only in a few instances do we sell direct to the end user. For example it would be difficult indeed, and expensive, to educate the man on the street to ask for Biltrite rubber heels or Biltrite Nuron soles. Our job, as we see it, is to make the end user sufficiently aware of these products to be willing to accept them when suggested by the shoe rebuilder. Meantime we really concentrate on the job of making our immediate customers fully conscious of the quality, availability and acceptance of our products, and thus willing to recommend them to their own customers.

Q When you say "immediate customer" do you mean the shoe rebuilder or the retailer who stocks one or more of your products for resale?

A Yes. You see, in one case our "immediate customer" is apt to be a manufacturer who uses an

trade and industrial advertisements gets today's best buy"

American Bilrite product as a component in assembling his own product and in another a merchant who handles our brand name products.



"I feel that trade magazines are the greatest single source of information and help available to a man to assist in his business life."

Q Have you established any one copy or layout treatment as the best?

A Not necessarily. But we do lean toward the billboard technique. We like our advertisements to have good, hard-selling headlines, arresting illustrations that help convey the message and copy which, assuming we have aroused sufficient interest, will convey more specific information to the reader.

Trade and industrial magazines are the all-important link between you and the buying influences you want to reach. They provide the means for reaching your customers and prospects on common ground—at a time when they are most receptive to your sales messages. In this respect, they fill a role unduplicated by any other known selling force.

Chilton, one of the most diversified publishers of trade and industrial publications in the country—has the resources and experience needed to make each of 16 magazines outstanding in its field. Each covers its particular field with an editorial excellence and strict control of circulation that assure confidence on the part of both readers and advertisers. With such acceptance goes proportionate selling power.

Q Do you use color in your trade advertisements?

A We frequently do. As I have already said, trade advertising is the very foundation of our over-all program, and for this reason we always put our very best efforts behind it. We want our audiences to readily recall American Bilrite advertising, regardless of the job our competitors do and regardless of the media they use. In other words, we prepare our trade advertisements with the same skill and care that many organizations reserve for their corporate or national consumer campaigns. And, I'm happy to say, we find every evidence that this practice pays us dividends.

Q Of what value is a trade publication to its readers?

A In the world in which we live, a man's primary problem and concern are his livelihood. I feel that trade magazines are the greatest single source of information and help available to a man to assist in his business life.

Q Do you feel that trade publication advertisements are as important as the editorial content?

A Yes I do. In fact I think that there is a very important newsworthiness in advertisements. Many of the newest products and developments are reported on the advertising pages even before they are treated editorially.

Q Do you have anything to say in conclusion about the value of trade and industrial publications?

A I would like to reiterate this one point. Advertising, regardless of the media in which it appears, creates a corporate image of its organization. Just as we like our salesmen to make favorable impressions on every call, we like our advertising to be spick-and-span—prepared to the very best of our ability. The advertiser who puts genuine thought and effort into trade and industrial advertisements gets today's best buy.



"... we prepare our trade advertisements with the same skill and care that many organizations reserve for their corporate or national consumer campaigns."

Chilton

COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

Publishers of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder
Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Motor Age • Gas • Hardware World
Optical Journal & Review of Optometry • Distribution Age • Aircraft and Missiles Manufacturing • Business, Technical and Educational Books



BIGGEST—This four-color page ad will run in five consumer magazines through March as part of Simoniz Co.'s push for its vinyl floor wax. Young & Rubicam is the agency.

Simoniz Sets Print Push for Floor Wax

CHICAGO, Dec. 31—Simoniz Co. in 1958 will give its vinyl floor wax the biggest ad push it has ever given any of its floor products.

The campaign will be concentrated in the print medium—consumer magazines and Sunday supplements. Four-color page ads will begin in magazines in January, with supplements to be used beginning in February.

Magazines on the schedule are *American Home*, *Better Homes & Gardens*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *McCall's* and *True Story*.

Simoniz introduced its vinyl floor wax last February. Young & Rubicam is the agency.

The campaign will continue the "childproof" theme, used since the wax was introduced, with ads explaining that the vinyl in the wax protects floors even from the rough wear caused by active children. #

Hillman Boosts Schwarz

Sanford Schwarz has been appointed advertising director of the Hillman Periodicals' Women's Group, New York. Mr. Schwarz, who was on the Hillman sales staff, succeeds Otto Solomon, now with the *Rural New Yorker*.

Lash Retires from CNR

G. Herbert Lash, formerly director of public relations for the Canadian National Railways and more recently assistant to the CNR president, retired on Dec. 31.

Paul Bedell Joins 'MD'

Paul E. Bedell Jr. has joined the sales staff of *MD Medical News Magazine*, New York. Mr. Bedell was formerly with *Successful Farming*.

'Background Music' Helped Revive FM in '57, Doerfer Says

WASHINGTON, Dec. 31—Federal Communications Commission Chairman John Doerfer last week singled out a revival of fm as one of the significant developments of 1957 in the field of broadcasting.

In a year-end statement he pointed out the number of com-

mercial fm stations had increased for the first time in nine years. He credited the change to the added income which nearly 100 fm stations are enjoying from background music operations.

At the end of the year, he said, there were about 3,300 am stations and 700 fm stations. Of 800 tv stations authorized by the commission, about 650 are commercial, and another 100 are translator stations which relay tv programs into

remote areas beyond the reach of ordinary commercial transmitters. He reported about 50 educational tv stations have been authorized. #

Nowland Forms Division

Nowland & Co., Greenwich, Conn., product and marketing consultant, has organized an industrial division under Karl M. Tietjen, vp. The division will specialize in the evaluation of new industrial products and their prospective markets.

Examples of the power of a few words in print

What happens when you catch a lady's eye?

IT WAS LIKE something out of Dickens—little boys of ten jailed with veteran criminals. Here, in America, in the 20th century! Mrs. Brown grew angrier by the minute as she read about it in *Reader's Digest*. Handing the magazine to her husband, she urged him, in the tone of a woman with a bee up her sleeve, to "do something about it!"

The story was a plea to "Get the Children Out of Jail," and her husband was in a position to try, for he was New York State Senator Lowell H. Brown.

"Reader's Digest started our fight on behalf of children," writes Senator Brown. "Using that widely read article as ammunition, I introduced bills to get children out of jails, and to remove adult criminals from boys' reformatories. Thanks to the power of a few words in print, young people under 16 are no longer detained in jails, and adult criminals are out of boys' reformatories, in New York."

Discussing similar reforms in many other states, James V. Bennett, Director of the Bureau of Prisons of the U. S. Department of Justice, has this to say: "The *Digest* made a direct contribution, since it awakened such a vast public to the problem."

Important things have a way of happening when people read about a cause, or a product, or an idea in *Reader's Digest*—and often the action is sparked by women readers.

It isn't surprising. Nowadays, when women have more schooling than men, and when a third of our married women work outside their homes, the American "woman's world" grows larger and more interesting all the time. So you would expect a woman's favorite magazine to be the same as her husband's. It is.

Reader's Digest is read by more men—and by more women



—than any other magazine in the world. More than 32 million Americans read this magazine every month—and over 17 million of those readers are women.

And people turn to the *Digest* more often, too. A recent study* has shown that the average man reads his copy on 4.6 different days; the average woman, on 5.8 different days.

Every issue of the *Digest* is read at least 168 million times—over 99,630,000 times by women alone. No other magazine studied, including those edited expressly for women, is turned to half as often by American women—or by American men.

Women have faith in *Reader's Digest*—the kind of faith that leads to action. And they respond to products as well as to causes they read about in its pages.

Another case where a few words in print generated a lot of power

In 1950 *Reader's Digest* published an article about Mrs. Lane Bryant. It was simply a human-interest story about a woman who had pioneered in the fashion

not everybody comes to

Boca Raton
HOTEL AND CLUB

but those who do... say
IT'S TOPS
among the world's resorts

BOCA RATON, FLORIDA
STUART L. MOORE, PRESIDENT
ROBERT B. LEGGETT, MANAGER

Brochure on request

Jones & Taylor, South Bend Agency, Is Incorporated

Jones & Taylor & Associates, 24-year-old South Bend, Ind., agency, has incorporated under the name Jones & Taylor Inc. Ralph E. Jones is president of the agency, and James W. Taylor exec vp. They are partners in the present set-up.

Named as vps are Charles G. Hohman, John J. Philip, Allan Tremper and Arthur Eastman Jr. Janet Kochanowski is treasurer,

John J. Bencsis is art director and F. E. Buckler is production manager. The agency began in 1933 as Carter, Jones & Taylor. Mr. Carter's interests were purchased in 1949. Messrs. Jones and Taylor are former members of the Studebaker Corp. advertising staff.

KOSI Appoints Petry

KOSI, Aurora, Colo., has appointed Edward Petry & Co. its national representative. KOSI formerly was listed by Forjoe & Co.

Essex Acquires 3 Radio Stations in Pacific Northwest

SEATTLE, Dec. 31—Controlling interest in three independent radio stations of the Pacific Northwest has been bought by Essex Productions, owned by Frank Sinatra.

The stations are KJR, Seattle; KXL, Portland, and KNEW, Spokane. Sale is subject to approval

of the Federal Communications Commission.

The stations were owned by Mount Rainier Radio & Television Broadcasting Corp., whose president and general manager is Lester M. Smith. Mr. Smith will remain as chief officer and general manager and will retain a proprietary interest, he said. He added that the three stations will be Mr. Sinatra's first in radio and that Essex Productions has plans for entering television also.

The transaction was referred to as a \$2,000,000 deal. Mount Rainier has been owned 50% by Mr. Smith and his wife, and 50% by Mr. and Mrs. Lincoln Dellar, of Santa Barbara, Cal. Under the terms of the acquisition agreement, the former owners of Mount Rainier will acquire an interest in Essex Productions. #

Newsprint Use Declines in First 11 Months of 1957

Newsprint consumption in the U.S. totaled 6,242,094 tons during the first 11 months of 1957, compared to 6,311,441 tons during the same period in 1956, according to the American Newspaper Publishers Assn.

Newsprint consumption during November, 1957, also declined from November of last year, the association reported. At the end of November stocks of newsprint on hand totaled 42 days' supply, compared to 44 days' supply on hand at the end of October, 1957.

business. Yet it brightened the lives of hundreds of thousands of women and girls—and it gave a considerable boost to Lane Bryant's sales. Women already knew of Mrs. Bryant as the "inventor" of ready-to-wear maternity clothes. Less well known were other Lane Bryant fashions especially designed for tall women, chubby girls, and others cast in a generous mold.

What happened when women read about these innovations in Reader's Digest? Lane Bryant stores doubled their sales of Tall Girl clothes in one year, and 150,000 plump young ladies promptly joined the Lane Bryant Chubby Club. Mailings to expectant mothers quadrupled that same year, and retailers and manufacturers all over the world began to pour inquiries and orders into Lane Bryant headquarters.



The widely read article in Reader's Digest served as ammunition to get children out of jails



The selling power of words in print

- Adolph's Meat Tenderizer had been selling at the rate of half a million dollars' worth a year. Three weeks after Reader's Digest published a Report to Consumers about it, sales jumped to a 20-million-dollar annual rate.
- The manufacturers of a rug cleaner, Glamorene, hoped eventually to reach a half-million-dollar annual volume. Then the Digest told its readers about Glamorene: more than 10 million dollars' worth was sold the next year.

An atmosphere of faith and confidence is essential if an advertiser's message is to thrive and produce results. Hundreds of advertisers have found that the Reader's Digest provides such an atmosphere.

How National Cash Register used the power of Reader's Digest

National Cash Register has used 15 pages in Reader's Digest to explain to shoppers the operation of its new Change Computing Cash Register.

S. C. Allyn, president of National, stated the company's objective this way: "Our problem was to reach the greatest possible number of shoppers with messages that would be seen, read, and understood. We used Reader's Digest extensively because it has the greatest magazine readership—as well as the largest circulation in the world."

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
11 million copies bought monthly.

"A Study of Seven Publications," conducted by Alfred Politz Research, Inc. For a copy of the summary and highlights, write to Reader's Digest, 230 Park Avenue, New York 17, N. Y.

10 Exclusive reasons why advertising works hardest in "U.S. News & World Report"

1. Lowest per-thousand costs—\$4.97 per page per thousand in 1958, lowest of any news magazine.
2. Biggest circulation growth numerically—From a circulation of 275,000 ten years ago to more than 1,000,000 in 1958.
3. Biggest circulation growth percentage-wise—More than tripled in the past ten years.
4. Biggest newsstand circulation growth—From 22,009 ten years ago to 117,954 for the first 6 months of 1957.
5. First in voluntary circulation methods—No pressure methods, no premiums, no door-to-door salesmen.
6. Most pages directed to business and industry—No other news magazine carries as many pages of such advertising.
7. Highest concentration of managerial people—74.8% hold managerial positions, providing managerial coverage at lowest per thousand costs.
8. Highest concentration of high-income families—Lowest advertising costs for covering families with incomes of \$7,500 or more and \$10,000 or more.
9. Highest visibility for advertising—Carried 2,000 more news pages in 1956 than any other news magazine, with resulting highest visibility for advertising.
10. Biggest impact on important people—First in number of "most useful" and "most confidence" votes by key people in business, industry, finance, government and the professions.

There's magic selling power in this **QUALITY 1,000,000** for every national advertiser


Here is 1,000,000 net paid circulation of the highest quality at the lowest per thousand cost in the field—your biggest buying best customers and prospects in the year ahead—your best advertising buy for 1958.




America's **Class News Magazine**


1958 advertising rate base—1,000,000 net paid circulation


How to hitch the horses to the horsepower in Chicago!

The latest model Pegasus  was winged horsepower with all the trimmings—underslung body, high torque, and lines like a moon rocket.

And it was Henry Gasser's pleasant duty to drum up countrywide sales excitement for this latest product of Hummer Motor Co. engineering.

How to get the most sales influence per dollar was Henry's problem.  So that's what he was discussing with Joe, free-wheeling expert from the Chicago Tribune.

"Markets are people," vocalized Joe. "And like people, some markets have more influence than others.  First, there are towns. Next there are cities which influence their satellite towns. Then there are regional cities which exert a major influence over large regional areas."

"Yes," agreed Mr. Gasser. "And we have advertising expenditures tailored  to fit each type."

"But there's a fourth type of city," continued Joe, "called the Continental City, that exerts an influence over an entire Continental area. In the

United States, there are only three Continental Cities



—one on the East coast (near a bridge), one on the West coast (also near a bridge), and one in between.”

“But what have these Continental Cities got besides more headaches and bigger traffic problems?”



queried Mr. G.


“Just this,” explained Joe. “Continental Cities are where ideas and opinions begin, tastes and styles are set, customs and trends originate. People all over the U. S. recognize this special influence and 9 times out of 10 follow the buying patterns of Continental Cities. So, the influence areas of Continental Cities extend way beyond their traditional trading areas.



And advertising dollars invested there help augment other advertising to build sales for *all* your dealers—from Great Falls to Little Trickle.”

“But,” complained Mr. G., “it’s hard to measure something like that with a slide rule.”



“You’re right,” replied Joe. “That’s why the Continental City concept is so important . . . and so often overlooked. It is somewhat intangible. But smart marketing men  sense and observe how much easier it is to sell the United States if they sell the Continental Cities . . . not just on the basis of their high sales potentials but on the basis of their radiating influence.”

“Now you’re talking my language,” replied Henry.

“And your language makes dollars and sense,”



admitted Joe.

“But no matter whether you’re talking influence selling or trading-area selling, the word for big influence in Mid America’s Continental City is Chicago Tribune.”

Now maybe you sell cigarettes or antennas instead of automobiles. But if you want to sell *more* of them to the people who set the pace, call on Joe.

Nobody knows Chicago like the Tribune. Nothing sells Chicago like the Tribune.

And Joe’s the joe to give the facts to you.

Chicago Tribune
THE WORLD’S GREATEST NEWSPAPER



37% of the heads of *Elks* Magazine households surveyed are officials or proprietors of business.

THE Elks MAGAZINE
New York Los Angeles
Portland, Ore. Chicago

In this classification, **THE ELKS MAGAZINE** is far ahead of all other magazines surveyed.

Elks median income is \$6,636—a figure surpassed by only three other magazines appearing in the Report. No wonder Elks are rated tops in car ownership and in ownership of most other items included in the Starch Survey.

You can sell this market of 1,204,000 Elks through advertising in **THE ELKS MAGAZINE**.

Getting Personal

Brown Bolte, exec vp of Benton & Bowles, has been elected to the board of trustees of the Norwalk, Conn., Hospital Assn. . .

Paul G. Gumbinner, vp of Lawrence C. Gumbinner Advertising, is jubilant these days because the Camp Vacamas Assn., which provides vacations for underprivileged children, raised \$25,000 at its annual dinner dance. Mr. Gumbinner is association president and chairman of the fund-raising affair . . .

It was a Christmas wedding in Washington, D. C., for Joan Rowcliff and **Richard Lee Brecker** of Communications Counselors Inc. . . Charlotte Leister and **Robert T. Haller** of BBDO are honeymooning in Mexico . . . Florence Mack, daughter of **Walter S. Mack**, head of C&C Super Corp., was married Dec. 14 to Ensign John Edward Thomas, USNR, at the Little Church Around the Corner in New York . . . A June wedding is in the offing for Mildred Massler and **Robert Bennett Neiman**, partner in Everett-Bennett, New York . . .

The one thing **Howard Pitsch**, copywriter at Benton & Bowles, is hoping the New Year will bring is the return of his research notes and unfinished thesis (on Fiorello LaGuardia) for a master's degree at NYU. He lost the notes and manuscript in a taxi trip from office to home Nov. 8, but he's still hoping someone will return them . . .

A new student of Spock and Gesell is **Larry Bernard**, AA staffer in New York. His first child, Russel Samuel, weighed in at 8 lb., 5 oz., the evening of Dec. 23 . . .



Rowland Walker Carter Thompson Speer Watson Fanning

VOTED EFFICIENT—Honored at a meeting of the Hollywood Adclub were 10 magazine representative firms voted most "efficient" by Pacific Coast media buyers in a survey conducted by Advertising Agency Register. Top three in the survey, holding cups, were: Robert Walker, Robert W. Walker Co., 2nd; Ed Thompson, McDonald-Thompson, 1st; Ray Watson, Ray C. Watson Co., 3rd. Participating in the ceremonies, were, back row: Vic Rowland, Capitol Records, president of the Hollywood Adclub; Glenn Carter, assistant vp of Bank of America for advertising and public relations in Los Angeles; James Speer, Speer Advertising, president, Western States Advertising Agencies Assn.; Richard Fanning, publisher, Advertising Agency Register.

William Marshall, with Duncan Scott & Co., San Francisco publishers' representative, and his wife, Barbara, have a 7-lb., 3 oz. daughter, born at Mount Zion Hospital on Nov. 30 . . . Another new one is Richard Dean, 7 lbs., 13 oz., born to the **Paul M. Guyers** on Dec. 17 in Burbank, Cal. Mr. Guyer is publisher of *U. I. Buyers Digest* . . .

Murray Firestone, of Ralph A. Hart Advertising, Philadelphia, had an idea for client Wilen Wines. He offered a Nat King Cole Christmas record on a local tv show. That was on Dec. 3, the day of the first big snow storm of the season. The next morning Mr. Firestone and his client were faced with 5,400 requests, including dimes and labels. The night of Dec. 4 the company, using the same series of programs, asked the audience to hold off . . .

Milton A. Foland, vp and manager of the Portland, Ore., office of Pacific National Advertising Agency, will soon add another hat, that of a commercial banker. He is one of the incorporators and a founding director of the Security Bank of Oregon, which is scheduled to open in the first part of 1958 with capitalization of \$1,000,000. Mr. Foland also is a director of Oregon Mutual Savings Bank and of Title Insurance Co. . . .

Douglas Frederick Raidt, second son and fourth child of **William T. Raidt**, vp of D'Arcy Advertising, New York, arrived Dec. 24 . . .

Bill Feddery is starting his 45th year with *Hardware Age* in Cleveland—quite a record for selling on one business paper in one territory. He is founder of the t.f. Club, and a life director of the Cleveland branch . . .

Mr. and Mrs. **Albert C. Kalmbach**, president and secretary respectively of the Kalmbach Publishing Co., Milwaukee, were the guests at a surprise cocktail party during the holidays at the Cape Cod Inn, Milwaukee. The occasion marked the 25th year since the founding of the firm by the couple. Mr. Kalmbach received a scroll from the six members of the executive committee, who arranged the anniversary party. Mrs. Kalmbach was given 25 American Beauty roses by the wives of the executives. The firm was founded upon graduation from Marquette University by the Kalmbach couple . . .

Lloyd Stackhouse, a vp of Bozell & Jacobs in Seattle, has been elected a board member of the Seattle chapter, Assn. for the United Nations . . .

Bill Menne, The Menne Co., Los Angeles, is the new president of the Southern California Golfers Assn. He succeeds **Gordon Van der Boom**, of Van der Boom, Hunt, McNaughton Inc. **Snowden Hunt**, of Wade Advertising Agency, is new vp . . .

WSJS
television
WINSTON-SALEM

CHANNEL 12 SELLS ON SIGHT

VIRGINIA
NORTH CAROLINA

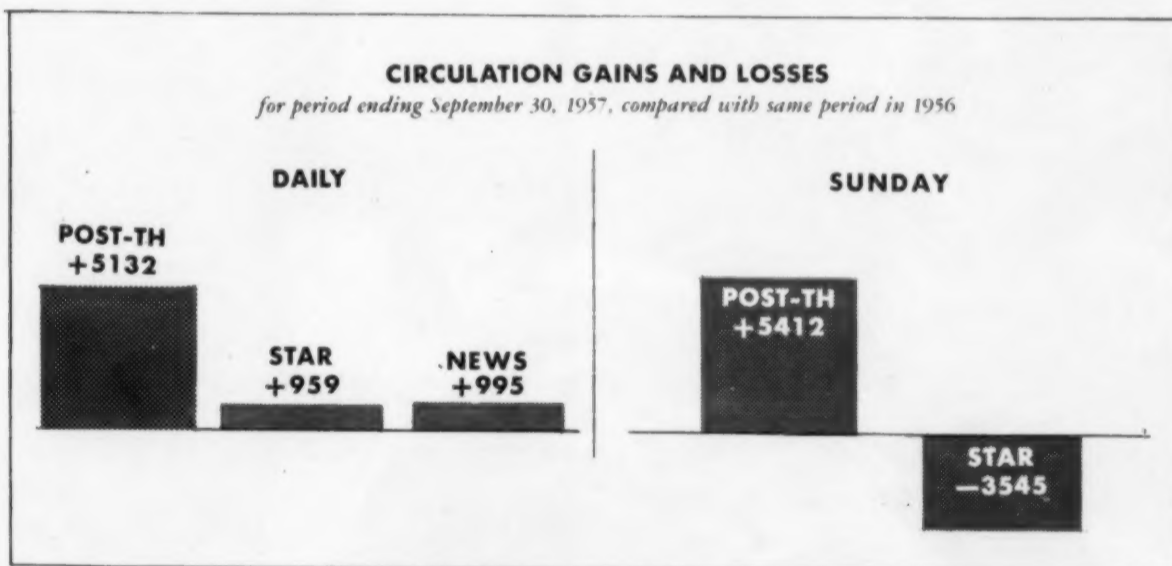
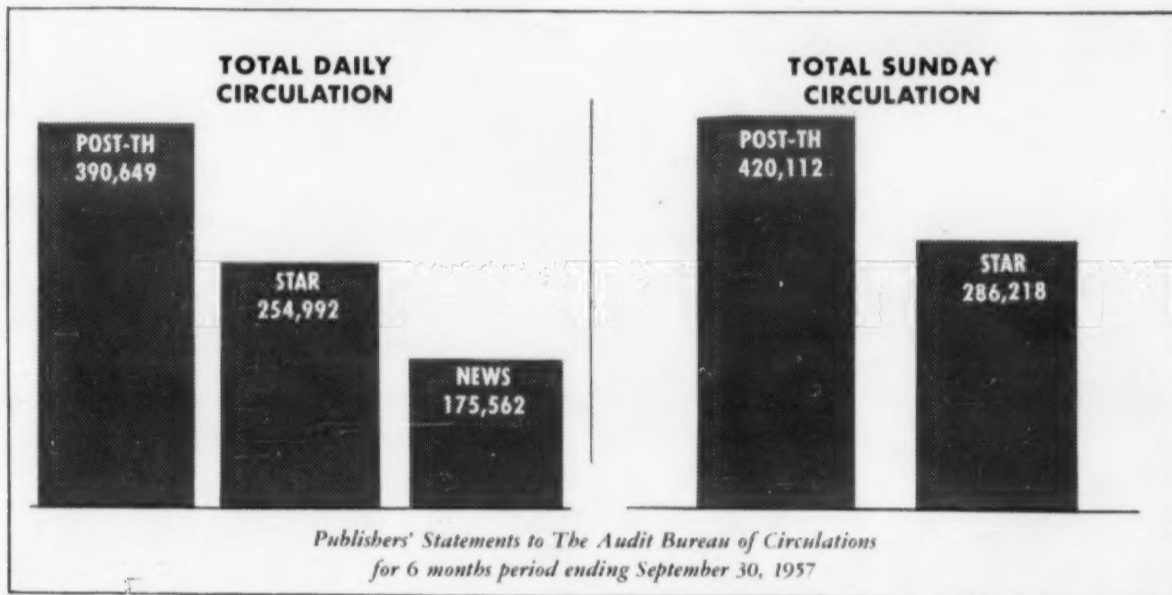
3,198,000 people with over 4 BILLION DOLLARS to spend live in the WSJS-television Piedmont market

NBC for WINSTON-SALEM GREENSBORO HIGH POINT
AFFILIATE

CALL HEADLEY-REED

Latest Washington Newspaper Circulation Figures Again Show

**50% more families prefer, buy and read
The Washington Post and Times Herald
than any other Washington paper**

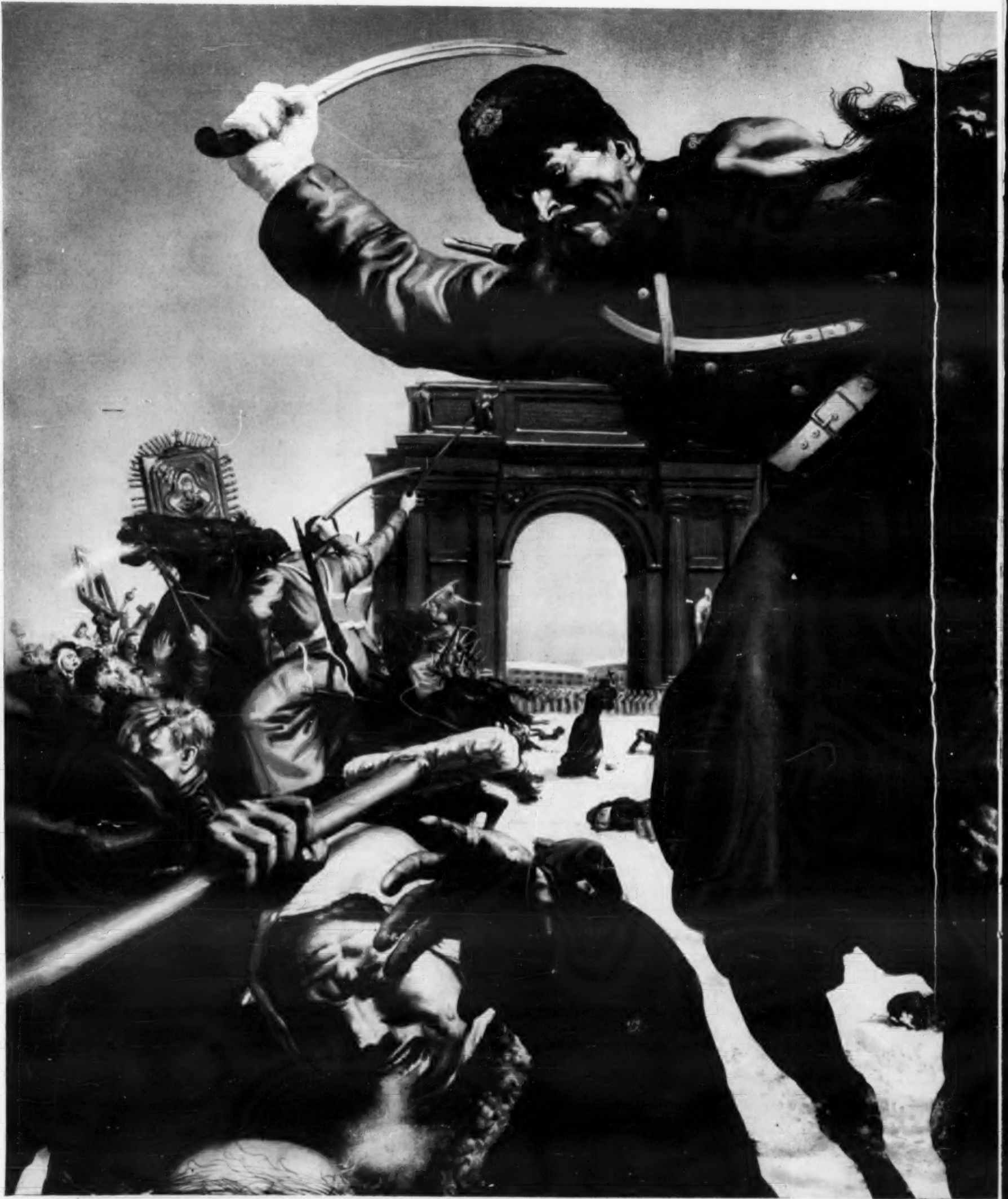


*That's why The Washington Post and Times Herald produces
maximum sales at the lowest cost per 1000 circulation*

Represented Nationally By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles, Seattle; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co.—Miami Beach, Florida; Tom McGill—West Roxbury, Massachusetts; Puck, The Comic Weekly; A. R. Lerner—Paris, France; Robert S. Farley—Financial Representative in New York.

LIFE's Preview

THE FIRST OF LIFE'S



GREAT SERIES FOR 1958

THE RUSSIAN REVOLUTION

CAPTURED SECRET DOCUMENTS, HISTORIC PHOTOGRAPHS, SPECIALLY COMMISSIONED PAINTINGS AND 30,000 WORDS OF TEXT RECONSTRUCT FOR YOU THE MOST MOMENTOUS POLITICAL EVENT OF MODERN TIMES

THE Russian Revolution not only changed the government of Russia 40 years ago, it changed the way you live in America four decades later. The news Russia makes today . . . Sputniks in the sky . . . power plays in the Middle East . . . savagery in Hungary . . . had its beginning in the uproar and carnage of 1917.

Yet for all its staggering importance the true story of the Russian Revolution is little known and little understood in America. Thus LIFE will, in the issue of January 13, begin a four-part series on the Russian Revolution.

This will be one of LIFE's great journalistic efforts, equaling in illustration and reading reward even LIFE's finest series, The World We Live In, The Epic of Man, Segregation, The World's Great Religions.

Captured secret documents, specially commissioned paintings, remarkable color photographs will all be combined to re-create the revolution and the events leading to it. Carefully investigated for more than a year, the raw facts unearthed by LIFE's team of researchers in countries all over the world, expert consultants and Russian specialists will be woven into an exciting narrative by Alan Moorehead, one of the most gifted popular historical writers in the world.

For some publications one such stunning effort a year might satisfy both editors and readers. Not so with LIFE. Even as the Russian Revolution is being put to press, great new series are being prepared in 1958 for publication in LIFE to add to your understanding of the world about you and to keep giving you in LIFE the greatest word and picture package your money can buy. Ahead are series on:

HOUSING: A series on houses for everyone, from the worker to the millionaire. What makes a house livable, how to get more comfort and convenience for the price you want to pay, will be shown in superb photography and special drawings.

FAMILY MONEY MANAGEMENT: Ways you can get more mileage out of your family budget will be the subject of this valuable series. LIFE's views on credit buying, foolish spending, comparative consumer values will prompt thoughts of your own to stretch your family dollar in these days of rising costs.

CHURCHILL'S HISTORY: Completing his chronicle of the English-speaking peoples, Sir Winston will appraise the War between the States with an old soldier's judgement on the Civil War battles and generals who fought them. Three instalments superbly illustrated in full color will also include a look at the Victorian era.

CRISIS IN THE COLLEGES: A three-part series documenting the staggering problems of the na-

tion's colleges which, already jammed to capacity, must prepare to enroll twice as many students 10 years hence. If your children will be college age then—this is your problem now.

WINNING OF THE WEST: A multipart series, illustrated by vibrant paintings and original documents, will tell the story of the "Winning of the American West." Indian fighting, fur trading, Mormon emigration, discovery of gold, building the railroad—all will come alive in LIFE's panorama of the pioneer West.

IMMORTALITY: In these photo essays LIFE will consider the fact of death and what it means. And pictorially and from the great writings of many religions and philosophies, LIFE will present great and varied concepts of a life hereafter.

AMERICAN FOLKLORE: For three years famous Artist James Lewicki has been illustrating some of America's great folk tales—Fountain of Youth, Johnny Appleseed, etc. His paintings will appear in a special LIFE series delighting Americans young and old.

These extraordinary series are only part of LIFE—the long planned "bonus" features that help you make more sense of the world you live in today and refresh your recollections of history. But the first purpose of LIFE is to report news in pictures.

And as the world's news becomes more and more technical and scientific, more and more Americans will look to LIFE for a clear presentation of the events of the week.

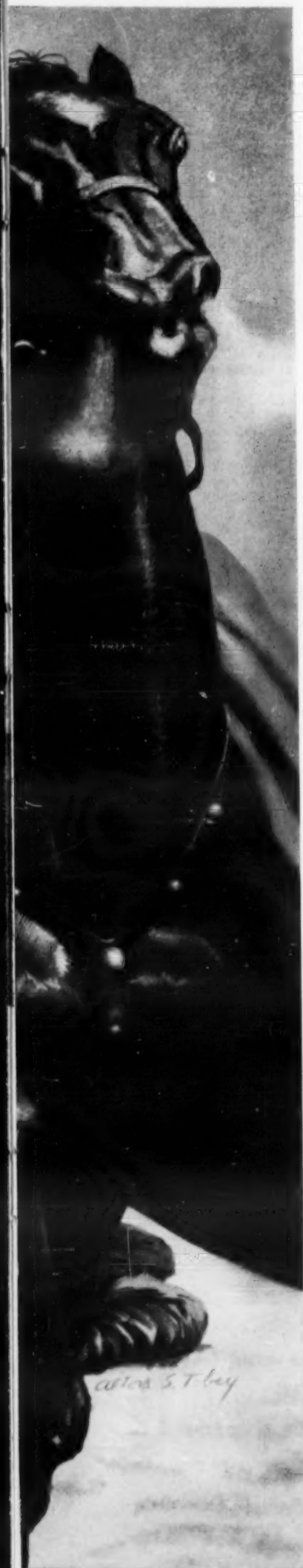
For what other magazine during the recent mind-reeling weeks of scientific discovery and crises in Washington has given you anything like LIFE's coverage of Sputnik, The Missile Mess, Eisenhower's Illness, the sorry showing of Vanguard? What other magazine can array for you all the eyewitness photographs that tell the story—the inventive charts and cartography that add dimension and meaning to the story—so that in a single seeing you can understand all you need to know about an event that captures the headlines but confounds the mind? No other magazine. For only LIFE is geared to cover the news of the world while it is still news and give it to you in pictures just four rapid days after it happens.

Because of LIFE's worldwide staff, because of our association with the great newpicture services throughout the world, this can be said about LIFE: in the course of a week every important news picture taken anywhere turns up on the LIFE editors' desks. The best of what they see—you'll see—each week of the news-filled year ahead, to make LIFE a reading value no other magazine can match.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

Charge of the Cossacks on "Bloody Sunday" (Jan. 22, 1905) will be reproduced in full color on the cover of Jan. 13 LIFE



Slattery to 'House Beautiful'
Roger Slattery, formerly with the Chicago office of Foote, Cone &

Belding, has joined *House Beautiful* as a member of the Chicago sales staff.

Bennett Bates, Copywriter, Ad Exec, Dies at 58

LONG BEACH, CAL., Dec. 31—Bennett Bates, 58, former advertising executive and well-known copywriter, died Dec. 28 of bronchial pneumonia in Veterans Hospital here. He was the son of the late Charles Austin Bates, a pioneer advertising man, and had been living in retirement at his home at Palos Verdes Estates, Cal.

Mr. Bates, when he retired because of ill health in 1955, was vp and member of the plans board of Dowd, Redfield & Johnstone, New York. He was regarded as one of

the foremost advertising copywriters in the country. He was credited with having created outstanding advertising copy, while with various agencies, for more than 25 leading national advertisers, including American Tobacco Co. (Lucky Strike), P. Lorillard Co. (Old Gold), Gillette and Schick; safety razors, B. F. Goodrich Co., Seagram Distillers Co. and many others.

Born in New York, Mr. Bates was graduated from Princeton University, and served in the air arm of the Navy in World War I. During World War II he was a major in the aviation section of the Marine Corps.

■ He started his advertising career

immediately after World War I by operating his own mail order business. He wrote all of his own copy and letters and reportedly sold the business at a substantial profit.

After a sojourn in Europe, he became an advertising copywriter with Lord & Thomas and later joined his father's agency, Charles Austin Bates. Later he was associated with Lennen & Mitchell; Batten, Barton, Durstine & Osborn; Ruthrauff & Ryan, and Erwin, Wasey & Co., at all of which he was regarded as an extremely gifted advertising copywriter.

In 1950 he was advertising manager of Anahist Co.; the following year he joined Dowd, Redfield & Johnstone as vp and a member of the plans board. In 1955 poor health compelled him to retire, and he moved to California. He was a member of the Princeton Club and the military order of foreign wars of the U.S.

ARTHUR G. WALKER

PHILADELPHIA, Dec. 31—Arthur G. Walker, 71, owner and president of the Amusement Publishing Co., Atlantic City, N.J., died Dec. 25 at his home in Margate, N.J.

He had been a reporter for the old *Atlantic City Review* and later published a weekly newspaper in Burlington, N.J., before helping to found the Amusement Publishing Co. He was named vice-president in 1921 and president in 1931. The company publishes, among other things, an amusement guide distributed at resort hotels and restaurants.

EDWARD W. CAMP

MARION, IND., Dec. 31—Edward W. Camp, 65, vp and general manager of the Chronicle Publishing Co., died Dec. 27 of a heart attack. The company publishes the afternoon *Marion Chronicle* and the morning *Marion Leader-Tribune*.

United Artists TV Sets 1st Series; Gotham Buys Stock

United Artists Television, the new subsidiary of United Artists Corp., New York, has announced that its first video production venture will be a half-hour dramatic series called "United Artists Playhouse." Other series also are in the works.

At the same time United Artists announced that another subsidiary, Gotham Television Film Corp., has purchased 700,000 shares of the stock of Associated Artists Productions Corp. The future ownership status of AAP is now being determined by the courts, with both United Artists and National Telefilm Associates seeking to gain control of the tv film distributor-producer.

'L.A. Examiner' Names Four

George W. Sjostrom has been named assistant to the advertising director of the *Los Angeles Examiner*. Mr. Sjostrom had been advertising coordinator of *Pictorial Living* and advertising production manager of the newspaper. Robert F. Sadler has been named retail sales manager of the *Examiner*, and Elliot Wolf has been appointed ad promotion chief. Fred W. Cornell Jr. is the new ad production manager.

First Choice with Advertising Agencies

Here Type Can  SERVE You

J. M. BUNDSCHO, INC., Advertising Typographers

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

CAPPEL, MAC DONALD & COMPANY

BELNAP & THOMPSON, INC.

ROSS COLES & COMPANY

Now one company under a new name...

THE E. F. MacDonald COMPANY

*A world-wide organization devoted to building sales
through merchandise and travel incentive plans*

Offices in principal cities
U. S., Canada and Europe

New York
Boston
Rochester
Philadelphia
Washington
Atlanta
Richmond
Jacksonville
Charlotte
Dayton
Cincinnati
Louisville
Indianapolis
Columbus
Toledo
Fort Wayne
Cleveland
Pittsburgh
Detroit
Grand Rapids
Chicago
Oshkosh
Milwaukee
Minneapolis
St. Louis
Kansas City
Des Moines
Memphis
Dallas
Oklahoma City
Houston
New Orleans
Los Angeles
San Francisco
Portland
Toronto
Montreal
Frankfurt
Brussels

Today, American business faces its greatest marketing challenge in decades. There could be no more appropriate time for a move designed to double the efficiency, flexibility and impact of one of the most powerful sales promotion tools ever developed—professionally handled sales incentive campaigns.

By combining the three leading incentive firms, The E. F. MacDonald Company can now offer faster and more efficient service on local, national and international campaigns.

The facilities and staff available to each client will be more than doubled. Added offices throughout the United States, Canada and Europe will put

professional service near managers and distributors as well as home office executives.

Expanded creative staffs located in Dayton, Chicago and New York will provide flexible planning, copy and layout service. More warehouses and a larger selection of merchandise will assure fast delivery of prizes. MacDonald's own world-wide organization will make worry-free arrangements for incentive travel.

If your company needs increased sales or improved salesmanship, investigate this proved service. E. F. MacDonald incentive campaigns are an easy, low-cost way to gain competitive sales advantage.

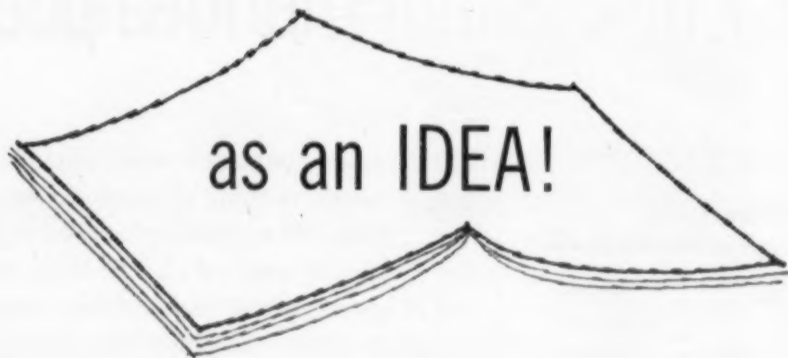
The E. F. MacDonald Company 

WORLD-WIDE SALES INCENTIVE SERVICE / Dayton 2, Ohio

Victor
does
it!



See page 70

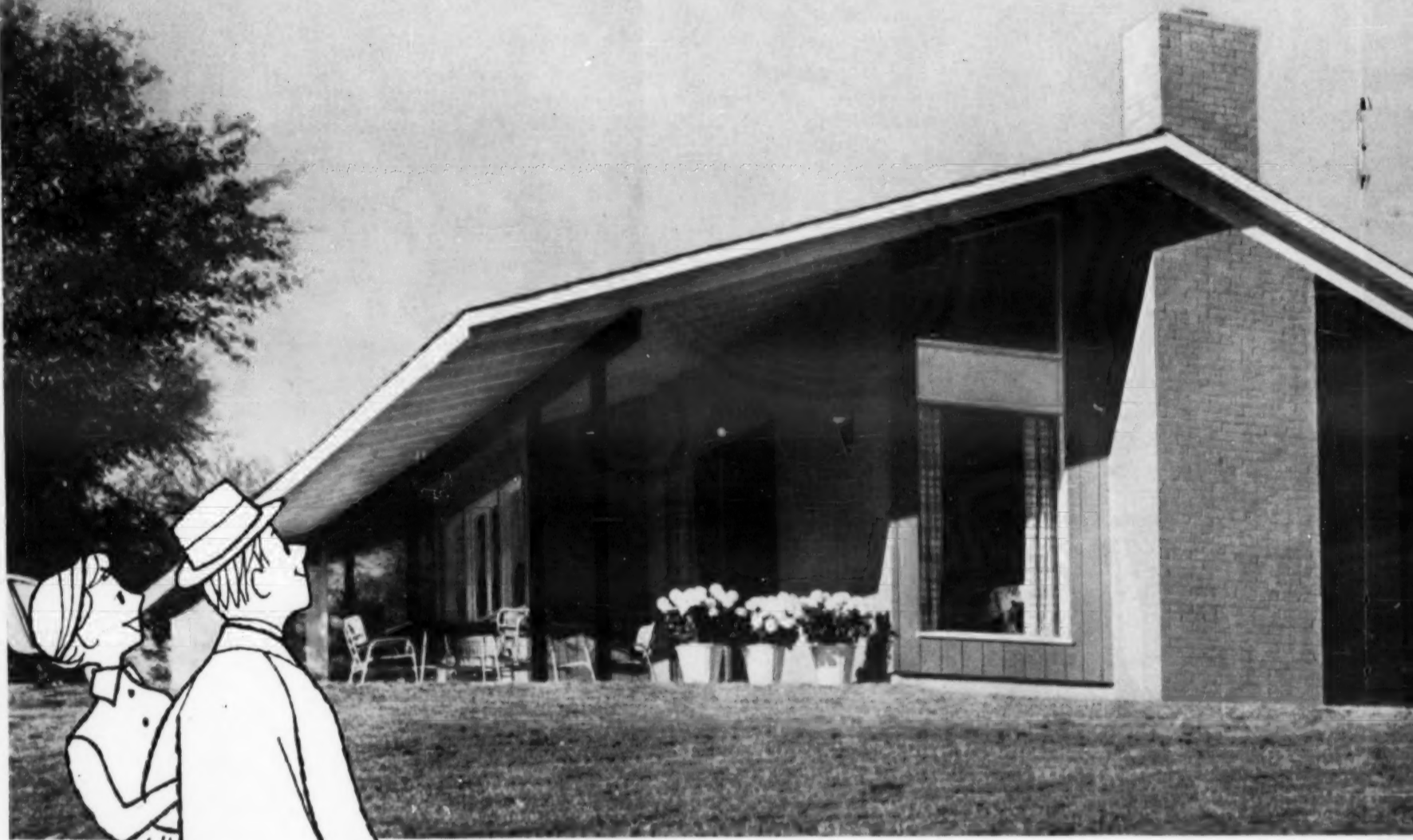


And here are "case histories" to prove our point



More than a million people came out to see

1957's newest home id



15½ million people saw the home
the idea-packed pa

Look at these figures
from the 76 builders of the Idea Home

Opening attendance.....	248,921
Total attendance.....	1,060,263
Promotion dollars spent.....	\$323,106
Profitable leads for new sales.....	1,516



To bring out the crowds—or ring up a sale—there's nothing so powerful as an idea!

Ideas are what people look for in Better Homes & Gardens all year long. And when it comes to the newest *home* ideas in any given year, one place they expect to find them brought to life in is the *Idea Home* annually sponsored by Better Homes &

FOR '58: A NEW CONCEPT! *Idea* people can't afford to rest on their laurels. Exciting and stimulating as the *Idea Home* promotion has always been, BH&G always looks for

During the year... 1/3 of America reads

ideas brought vividly to life!

**Better Homes
and Gardens**
**1957
IDEA HOME**

home previewed in
pages of Better Homes and Gardens

Gardens and built throughout the nation
by operative builders.

To see these ideas come alive in the 1957
Idea Home, more than a million people
swarmed over builders' sites. Their curios-
ity had been whetted by the article (Sep-
tember BH&G) describing the home in de-
tail. But now they wanted a closer look!

ways to make it more interesting, more of a crowd-puller from
year to year. So, though it's too early to take the wraps off
BH&G's Idea Home plans for '58, we can promise you some-

Since Better Homes & Gardens can gen-
erate interest so intense, action so immedi-
ate, results so positive — isn't it worth
thinking about as a vehicle for what you
have to sell? Remember—your customers
never buy *things*. They always buy *ideas*!
Put your ideas before them in BH&G—
the idea book!

thing new, different and exciting—the most flexible program
we've ever offered. Look for details at the NAHB Convention,
Chicago, beginning January 19.

is **BH&G** the family idea magazine

4,350,000 COPIES MONTHLY

What about
RESULTS?



ONE BUILDER SELLS 318 HOMES!

See how a good *local* promotion gains effectiveness through being hitched to an *idea* in America's biggest idea magazine.

"1957 Idea Home promotion re-
sulted in the heaviest traffic and
greatest sales of any promotion to
date. We're accustomed to crowds,
but this topped them all! Attende-
ance, 115,000 first ten days. Sales
all models, first ten days, 157
homes. First 30 days, 318 homes!
Advertising expenditures, 30 days,
\$43,000. All sales traceable to
promotion. Delighted with re-
sults."

—JOHN LONG, Phoenix, Arizona

OTHER BUILDERS CHIME IN:

"OPENING ATTENDANCE 6500. TOTAL ATTEN-
DANCE OVER 21 THOUSAND. PROMOTION OVER
6000 DOLLARS. SIX HOUSES SOLD. 31 LEADS.
MODEL HOME SOLD SECOND WEEK. BEST RE-
SPONSE WE HAVE HAD ON HOME PROMOTIONS.
LOTS OF COMPLIMENTS ON PLANS."

—HOBSON J. CLOER
FORT WORTH, TEXAS

"OPENING DAY ATTENDANCE ELEVEN THOU-
SAND. TOTAL ATTENDANCE EIGHTY-TWO
THOUSAND. PROMOTIONAL COST NINE THOU-
SAND. MODEL SOLD IMMEDIATELY. EX-
TREMELY PROUD AND HAPPY WITH RESULTS
OF SHOWING. PLEASE COUNT ON US TO PAR-
TICIPATE IN YOUR FUTURE PROGRAMS."

—KENNETH W. BACCHUS CONSTRUCTION CO.
ST. PAUL, MINN.

"FIRST SUNDAY 1800 ATTENDED, TOTAL OVER
7000. ADVERTISING COST \$668.00. TOTAL ESTI-
MATE LOCAL PROMOTION OVER \$3500.00. BH&G
MODEL HOME SOLD. SEVEN GOOD LEADS,
MANY PROSPECTS. WE FEEL IT WAS THE MOST
PUBLICIZED, MOST SUCCESSFUL HOME PRO-
MOTION EVER PUT OVER IN BOISE."

—J. WESLEY MITTON
BOISE, IDAHO

**HOME FURNISHINGS RETAILERS
JOIN IN THE CHORUS:**

"1957 Idea Home promotion excellent. Possibly
\$5,000 sold as direct result. Expect another
\$10,000."

—J. P. KNIGHT,
White Stores, Fort Worth, Texas

"We consider this one of our outstanding home
furnishings promotions and feel it has inesti-
mable long range prestige value. The house and
all of its furniture were sold."

—FRED T. JOHNSON,
Sanger's, Dallas, Texas

"Considerable traffic, and much interest ex-
pressed, particularly regarding curtains, carpet-
ing and accessories."

—FRED BEUKEMA,
Robinson Furniture, Detroit

"We feel our participation has given us stand-
ing in the community for good taste and de-
corating ability. People have come into the store
and mentioned having seen our decoration of
the Idea Home, then asked for help with their
own problems."

—JOHN E. McCONAUGHY,
Joseph Horne Co., Pittsburgh

Gillette World Series TV Gets 2 'Look' Awards

9 Out of 15 'Look' 1957 TV Winners Won in '56 Also

NEW YORK, Jan. 2—Look's eighth annual list of tv awards honored 15 programs, nine of which were repeaters from the 1956 list.

Newspaper tv critics and editors selected seven shows from CBS, six from NBC and two from ABC as the best of the 1957 crop. One of the NBC telecasts, the Gillette-sponsored World Series, got two awards—one as the best sports series, the other as the best special program.

"Omnibus" (Aluminium Ltd. and Union Carbide on NBC) and Bishop Sheen's "Life Is Worth Living" (ABC) were winners in the educational and religious categories respectively for the fifth straight year. Bishop Sheen was named despite the fact that he decided to leave tv early in 1957.

Other repeaters from 1956: "Disneyland" (Derby Foods, General Foods, General Mills, Reynolds Metals; ABC)—children's series; "See It Now" (Pan American World Airways, International Telephone & Telegraph; CBS)—public affairs series; "Perry Como Show" (several sponsors; NBC)—musical series; "I've Got A Secret" (R. J. Reynolds, CBS)—quiz or panel series; "Phil Silvers Show" (P&G, R. J. Reynolds; CBS)—situation comedy series; "Alfred Hitchcock Presents" (Bristol-Myers; CBS)—half-hour dramatic series, and "Playhouse 90" (several sponsors; CBS)—hour-or-more dramatic series.

Other winners: "Jack Benny Show" (American Tobacco; CBS)—straight comedy series; "Green Pastures" (Hallmark; NBC)—best single dramatic show; "Edsel Show" with Bing Crosby and Frank Sinatra (CBS)—best single musical show; "Steve Allen Show" (several sponsors; NBC)—best variety series, and Jack Paar's "Tonight" (several sponsors; NBC)—best novelty series.

Only network programs were

eligible for these awards; syndicated shows were not considered by the judges. #

36th 'Art Directors Annual' Records Award Winning Art

The "1957 36th Art Directors Annual" has been published by Farfar, Straus & Cudahy, New York, for the Art Directors Club of New York. The 368-page bound book contains reproductions of art contained in the Exhibition of Advertising, Editorial and Television Art

& Design, plus special awards, sponsored by the Art Directors Club of New York. Sections on advertising art and design, editorial art and design, tv and the club's annual report are included. Price is \$12.50.

Johnson Named PR Head of Brown-Forman Distillers

Marion M. Johnson, treasurer of Brown-Forman Distillers Corp., Louisville, has been promoted to vp and named executive director

of personnel and public relations. He succeeds Robinson S. Brown Jr., who was named executive director of sales Dec. 17, replacing J. Gordon Baquie, who resigned (AA, Dec. 23).

'Globe' to Offer Full Color

The Boston Globe will offer full r.o.p. color facilities on weekdays and Sundays to advertisers, effective June 1, 1958, upon completion of its new newspaper plant. The minimum size for full-color ads

will be 1,000 lines. The Globe currently offers black and one color on weekdays only.

Rose to Montgomery Ward

William M. Rose, formerly vp in charge of operations and research of Foster & Kleiser Co., division of W. R. Grace & Co., has joined Montgomery Ward & Co. as regional operating manager of the Pacific Coast region. Mr. Rose was associated with Ward from 1930 to 1951.

MILK

Strike which would cut off New York's milk supply is covered by exclusive interviews with adamant labor and management officials.

MODERN

Jazz as explained by high priest of the cool sect, Dave Brubeck. Other music luminaries interviewed: Horne, Handy and Lombardo.

MISSING

A Long Island family laments the loss of its pet penguin. "This Is New York" helps find her. Reward: pet penguin bites announcer Dugan.

MARILYN

More talked about than talking, she gives rare, on-air appraisal of Actors' Studio, her cooking and her ambition to play role of Grushenka.

EL PASO

Capital City of
The Fabulous Southwest



EL PASO

Largest Geographical Market in the Nation

Covered exclusively by Two Separate Papers

ONE LOW RATE—33¢ LINE
... BUYS BOTH

The El Paso Times

An Independent Newspaper
Morning and Sunday

El Paso Herald-Post

A Scripps-Howard Newspaper
Evening

OVER 96,000 DAILY

"THIS IS NEW YORK"

O-Cel-O and Ivalon Gain Market Share in Synthetic Sponge Boom

(Continued from Page 2)

the Sponge & Chamois Institute, the natural sponge trade association—which ought to know.

The result is an almost wholly new synthetic household sponge

industry, an industry which in 1956 rang up sales of about \$25,000,000, exclusive of natural sponge sales.

Strictly speaking, of course, all types of sponge are in competition

with many other devices for cleaning—including to some extent such reliables as outworn flannel shirts. Then too, a fair number of synthetic sponges are sold with handles, as mops or the like. (The O-Cedar cellulose sponge cleaning apparatus line of American-Marietta Co., Chicago, is a leader in this field.)

But in the main, the household sponge market involves hand-size absorbent multi-purpose cleaning devices without handles—historically the old natural sponge mar-

ket. Leader in this field for the past several years has been the O-Cel-O sponge, originally made by O-Cel-O Inc., Buffalo, which was merged in 1953 with General Mills. O-Cel-O operated as a separate division of the company until September of this year, when it was absorbed into the company's big grocery products division. William Howlett, formerly general manager of the O-Cel-O division, continues with General Mills in a

consulting capacity. Along with this integration O-Cel-O is dropping its distribution through food brokers and is turning the job over to the 900-man selling organization of the grocery products division. General Mills says the distribution switch was made "to give the company greater marketing strength on its sponge in the grocery field and should result ultimately in stepped-up production . . ."

This seems to bear out to some extent trade speculation that O-Cel-O is worried about an apparent slip in its percentage of market in the past couple of years. A. C. Nielsen & Co. reports show O-Cel-O held about 39% of the market in 1955 and slipped to 37.7% in 1956. It may have slipped down to 36% or lower in 1957, due in no small way to the tremendous advances made in 1957 by Simoniz Co.'s Ivalon.

Through Dancer-Fitzgerald-Sample's New York office, General Mills spends about \$500,000 advertising O-Cel-O sponges. About \$125,000 of this goes into newspapers, another \$84,000 to magazines and \$40,000 additional is spent in magazines on Chem-O-Cel sponges, a variety of O-Cel-O sponge impregnated with cleansing agents, for washing cars, etc.

No. 2 in the market today—and the No. 1 advertiser—is the Ivalon sponge, the only polyvinyl sponge on the market, since Simoniz Co., its maker, holds a patent on it. Ivalon, like O-Cel-O, started out as an independent but was bought up by a bigger company as the sponge market began shaping into a good size business. Originally made by Ivano Inc., Ivalon was acquired by Simoniz in February, 1955.

Ivalon's share of market, according to Nielsen, was about 12% in 1955 and about 9.7% in 1956. Since late 1956, however, Ivalon has been doing a big advertising job on its sponges and is now believed to hold about 33% to 34% of the market. Evidences are that Ivalon's gain has in part represented O-Cel-O's loss, but even more the loss of Du Pont and other competitors.

One possible reason, aside from its big ad drive, why Ivalon has been able to shoot ahead in the

GLAD TO GIVE YOU A FEW MINUTES OF TIME, MRS. WORTH

THANK YOU, MR. RAPP! BEEN... INTERESTING... HOW AMUSEMENT IS LIED TO SUCH A VAST SCIENCE!

MARY
Al Capp talks about the lampooning of "Li'l Abner," by rival comic "Mary Worth." Capp counterattacks, pictures little lady as "Mrs. Worm."

MOTORMAN
On-the-spot coverage of Bronx subway crash, including tapes of emergency amputation allowing motorman to be freed from his cab.

MEYNER
On day of his re-election as New Jersey Governor he tells "This Is New York" he is "pleased, not surprised" by his nationally-significant victory.

PLAYBOY
ENTERTAINMENT FOR MEN

MAGAZINES
A five-report series on Cheesecake magazines. Hugh Hefner says his "Playgirls" are average young ladies, flattered to pose "au naturel."

BOOST SALES FAST!

Give Your Prospects This New "HANDI-KUTTER"

Click!
Safe for Pocket or Purse!

Wonderful!—for opening cartons, and all kinds of trimming or clipping jobs around the office, shop, or home.

Low Priced! **FREE SAMPLE** and quantity price list upon request

KENWORTH MANUFACTURING CO.
12315 W. Lisbon Ave. • Milwaukee 10, Wis.

ON WCBS RADIO . . .

MONDAY THRU FRIDAY 9:30-10:30 PM

Reporters Jim McKay and Dave Dugan attack New York's news stories with vigor and excitement. They can do the same for your sales stories. When they do, you'll get audience attention, faith and response.

Represented by CBS Radio Spot Sales

sponge race has been the unwillingness—until lately—of the cellulose manufacturers to acknowledge non-cellulose sponges, like Ivalon, part of the synthetic sponge business. Ivalon sponges do have a different appearance, weight and texture and different performance properties than natural or cellulose sponges. This makes a lot of difference to semanticists but not much to housewives, many of whom are attracted by Ivalon's light weight, colors (yellow, pink and green, in that order) and resistance to stains.

Simoniz, through Young & Rubicam, spent about \$600,000 in 1956 in advertising Ivalon sponges—about half of it in spot tv. Tv and newspapers account for most of the remainder. The 1957 budget is known to be also about \$600,000.

■ The No. 3 spot in the industry currently is probably held by Nylonge Corp., New York, with Du Pont close behind.

Nylonge, which makes a cellulose sponge, held 7% of the market in 1955 and 24% in 1956, according to Nielsen, and Nylonge believes it has gained at least a few percentage points in 1957.

The company extended its distribution to major West Coast markets in 1957 and is now sold nationally.

Despite its market position, Nylonge does no national advertising but does give cooperative advertising allowances to distributors, based on a fixed percentage of purchases. The distributors have been using newspapers primarily, with some radio and tv thrown in.

Du Pont, one of the earliest U.S. producers of cellulose sponges, slipped from 20% of the market in 1955 to 19% in 1956, according to Nielsen, and is believed to have slipped much further in 1957. Du Pont itself is saying nothing about its market position or any other phase of its sponge activity.

Through Batten, Barton, Durstine & Osborn, Du Pont in '56 spent \$133,248 in measured media to promote its sponges—\$74,190 in general magazines and \$59,058 in newspaper sections.

■ The remainder—10% at most—of the synthetic household sponge market is split up among a dozen or more companies, many of them cellulose sponge manufacturers who distribute regionally. Also in the market to a limited extent is B. F. Goodrich Sponge Co., Shelton, Conn., which makes cellular rubber sponges for household use.

Another factor in the market, though a small one, consists of the polyurethane sponges that have appeared on store shelves in recent years. The first of these low-cost sponge-like materials were actually manufactured in Germany, not as sponges but as packing material. Enterprising marketers cut this up, packaged it and periodically flooded East Coast and later West Coast markets with an extremely inexpensive sponge-like commodity. This operation provided only occasional nuisance competition to the conventional sponge manufacturers.

Later, however, Curtiss-Wright Corp., Wood-Ridge, N.J., put a high-grade polyurethane sponge on the market. The sponge, called Dura-soft, is made of Curtiss-

Wright's Curon and is one of a group of Curon products for which the company plans a \$4,000,000 promotion program in 1958. The program will broaden the distribution, sales and promotion of all Curon products.

Burke Dowling Adams, Montclair, N.J., is Curtiss-Wright's agency.

■ Until a year or two ago the major battle grounds of these sponges were hardware and drug stores, which have always been the major outlets for real or synthetic sponges. In the past couple of years, however, grocery stores have been taking over more sponge retailing in their ever-growing non-food departments.

It will probably be in the grocery stores, according to sponge trade sources, that sponges may gain a solid footing on shopping lists. Unlike hardware and drug stores, the reasoning goes, grocery stores have enough room to carry several brands of sponges to make up a

sponge section.

At least part of the job of popularizing sponges generally, meanwhile, is being accomplished in some novel ways of distributing or using them.

• Because of their relatively low price, synthetic sponges are a natural premium with two or three cans of cleanser or other cleaning application.

• Synthetic sponges are being impregnated with cleaning solutions, dried, then sold as a cleaning convenience item. General Mills' Chem-O-Cel sponges are of this type. Car washing and other cleaning solutions are soaked into the Chem-O-Cel sponge so the users need add only water.

• The pressed sponge—a cellulose sponge pressed flat that can be expanded to natural size by wetting—is the newest sponge gimmick. Advertisers have been quick to use these pressed sponges as printing surfaces for ads that can be given away, mailed or dropped

in mail boxes. When the user dips it in water, it expands and usually the printed message remains readable through at least several usings.

• While all this is going on in the synthetic sponge field, however, the natural sponge people have been working to regain at least some semblance of a market share. For one thing, the natural sponge marketers have learned to package their sponges moist inside sealed polyethylene bags, a technique that some of the synthetic companies have used with much success.

Biggest market advantage for the natural sponge stems from its hold on professional users of sponges—car washers, wall washers, decorators and the pottery trade. These are areas where natural sponge quality cannot be sacrificed in any way for price. This gives natural sponges a tremendous potential promotional copy theme: That professional sponge users, who ought

to know, use natural sponges.

Synthetic sponges have, of course, already taken over most of the sponge market. But according to the Sponge & Chamois Institute, the market has expanded so greatly in the past decade that even the small portion held by natural sponges has meant an expanded unit and dollar volume for natural sponges. The institute's members now are contemplating an industry promotion drive to expand their share of market. How they can do this in the face of the value-to-price ratio favoring synthetics remains to be seen. ■

Mosely Heads List Brokers

Jim Mosely, Mosely Mail Order List Service, has been named president of National Council of Mailing List Brokers. Other officers elected for 1958 include Jack Oldstein, Dependable Mailing Lists Inc., vp; Eileen Bennett, Archer-Bennett List Service Inc., secretary, and Edith Crane, Names Unlimited Inc., treasurer.

NOW IT'S OFFICIAL! Eugene Gilbert



Petersen Automotive America's largest

We suspected it. Now the most comprehensive study of young men ever completed proves it: *Motor Trend*, *Motor Life* and *Hot Rod*...the "Big Three" of the Petersen Automotive Group...are read by more 18-25 year old men than any magazine in America, bar none! Even better, one page in the P.A.G. costs 85% less than a page in the magazine that delivers America's second largest audience of young men. We know it sounds amazing, but we have the facts to prove it. Write for them today.

Want Information? News?

Burrelle's will supply clippings from daily and weekly newspapers—national, sectional or local—magazines, trade-papers promptly.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
phone BA 7-5371
165 Church St., New York 7, N. Y.



CARS

61% of P. A. G. readers buy new cars.
(Non-readers: 50%)



CIGARETTES

70% smoke one or more packs of cigarettes per day.



TOILETRIES

88% purchase their own shampoo.
(Non-readers: 40%)



SOFT DRINKS

53% consume 4-15 soft drinks per week.
(Non-readers: 30%)



CLOTHES

94% buy suits by brand name. Dress shirts—95% Belts—88%

Station Rep Group Okays New Form for Broadcast Orders

NEW YORK, Dec. 31—In an effort to simplify spot radio and tv buying, the Station Representatives Assn. has approved a new standard form for broadcast orders.

The association hopes this form, which was drawn up in cooperation with the Four A's committee on broadcast media, will become the accepted one for the industry generally. It is designed to cut down on paper work and to systematize the spot contract procedure which frequently lags behind the actual spot campaign.

■ The December meeting of the association elected officers for 1958. Richard O'Connell, president of Richard O'Connell Inc., was named secretary. Other officers were re-elected. They are Frank M. Headley, president of H-R Rep-



VIP—A cup dispensing tray for "Very important people, patients, patrons, parties and presents" has been developed by Lily-Tulip Cup Corp. The plastic tray holds any standard carafe or pitcher and stores a supply of Lily cups.

representatives, president; H. Preston Peters, president of Peters, Griffin, Woodward, vp, and Eugene Katz, president of Katz Agency, treasurer. #

Eaton Names Agency

Charles A. Eaton Co., Brockton, Mass., has moved its ad account to Heineman, Kleinfeld, Shaw & Jo-

seph Inc., New York. Eaton, which manufactures golf shoes, had been with Harvey A. Ford Co., Brockton.

Breen Joins Ray Barron

Nancy Breen, former advertising manager of Bennett Publishing Co., has joined Ray Barron Inc. Boston, as media and traffic director.

Singer Adds New Incentive to Yearly Sewing Contest

NEW YORK, Dec. 31—It's Singer sewing contest time again. With the arrival of the New Year, the company starts promotion of its third annual \$125,000 contest for women over 18.

"Tempting extra prizes" for the younger entrants have been added, and the company expects an "unprecedented" number of women to enter the 1958 competition. The past two contests averaged about 50,000 entrants each.

This year there will be 35 finalists—two more than heretofore—and a new young homemaker division with special prizes has been added.

This new division—added as an extra inducement for women aged 18 through 25—will offer a first prize of \$5,000; second prize, \$2,500; third, \$1,500; and fourth, \$1,000, which can be won in addition to the regular contest prizes.

SINGER'S \$125,000 Sewing Contest

The don't have to be an expert! Every woman has a chance!

1st Grand Prize... \$125,000
2nd Grand Prize... \$10,000
3rd Grand Prize... \$5,000
4th Grand Prize... \$2,500
5th Grand Prize... \$1,500
6th Grand Prize... \$1,000

New Special Division
for ages 18 through 25

1st Special Prize... \$5,000
2nd Special Prize... \$2,500
3rd Special Prize... \$1,500
4th Special Prize... \$1,000

SINGER SEWING CENTER

SEWING TIME—With this b&w page in the Dec. 23 Life, Singer Sewing Machine Co. opened its third annual sewing contest.

000, which can be won in addition to the regular contest prizes.

■ In other respects, the contest will be run much as before, starting with entrants enrolling in home dressmaking courses in their local Singer Sewing Centers, and culminating in a grand-prize sew-off in New York for the 35 finalists.

Advertising scheduled includes b&w insertions during January, February and March in Family Circle, Ladies' Home Journal, Life, Look, Woman's Day and the five pattern books: Advance, Butterick, McCall's, Simplicity and Vogue.

In mid-May, Singer will start promoting its sixth annual teen-age dressmaking contest. In 1957, a record enrollment of 54,066 teenagers was achieved—in comparison to the 20,000 signing up for the first contest in 1953.

Young & Rubicam is the agency. #

McIlhenny Heads Ketchum's New Washington Office

J. William McIlhenny, account executive with Ketchum, MacLeod & Grove, Pittsburgh, has been appointed manager of the agency's recently opened branch office in Washington. The office is located temporarily at 726 Jackson Place, N.W. The Washington branch is being set up to handle American Aviation Publications, Air Transport Assn. and other accounts in the area.

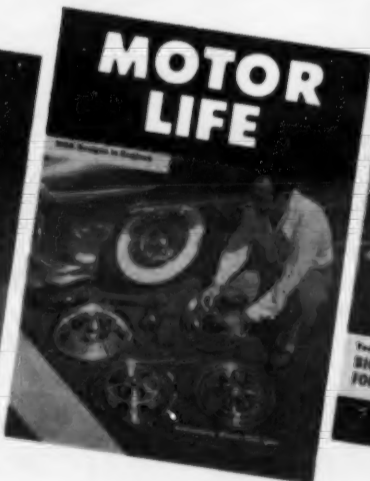
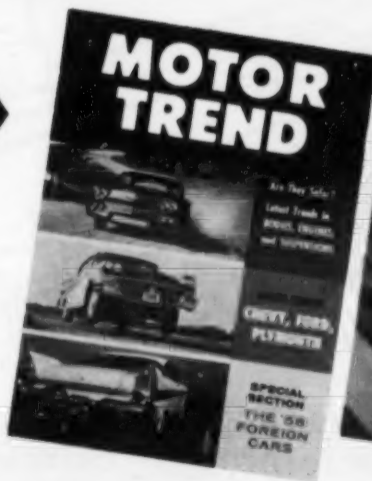
studies of young American men reveal:



Group — young man's market!

BIG 3 of the P.A.G.

MOTOR TREND, MOTOR LIFE, HOT ROD. Combined circulation in 18-25 age group: 602,800. Total ABC Circulation: 1,112,278.



Petersen Publishing Co.

5959 Hollywood Blvd., Los Angeles 28, Calif. • Hollywood 2-3261

DETROIT
524 Book Building
Detroit 26, Michigan
Woodward 3-8660

NEW YORK
17 East 48th Street
New York 17, New York
PLaza 1-6690

CHICAGO
360 North Michigan Avenue
Chicago 1, Illinois
ANdover 3-6929



HOBBIES

8% own outboard power boats. (Non-readers: 7%)

BUILD ACCURATE RELEASE LISTS!

With the Only Complete Listing of Over 3450 Business, Farm and Consumer Magazines

BACON'S PUBLICITY CHECKER 6th Annual

ALL NEW for 1958

NEW PERMANENT NUMBERING

New system gives permanent serial numbers to each magazine. Makes list building fast and easy.

OVER 2000 CHANGED LISTINGS FOR 1958
6 1/2" x 9 1/4"
320 pages

■ **EDITOR CODED**—Bacon's editor-coded system shows exactly what material is used by 3453 Business, Farm, and Consumer magazines. Pin-points publicity—saves on preparation, photos and mailing. Sturdy, fabricoid, spiral bound book. 6 1/2" x 9 1/4" size, 320 pages. Write for your copy today.

PRICE \$18.00 Sent on Approval

Name _____

Company _____

Address _____

City _____ State _____

Bill: Me My Company

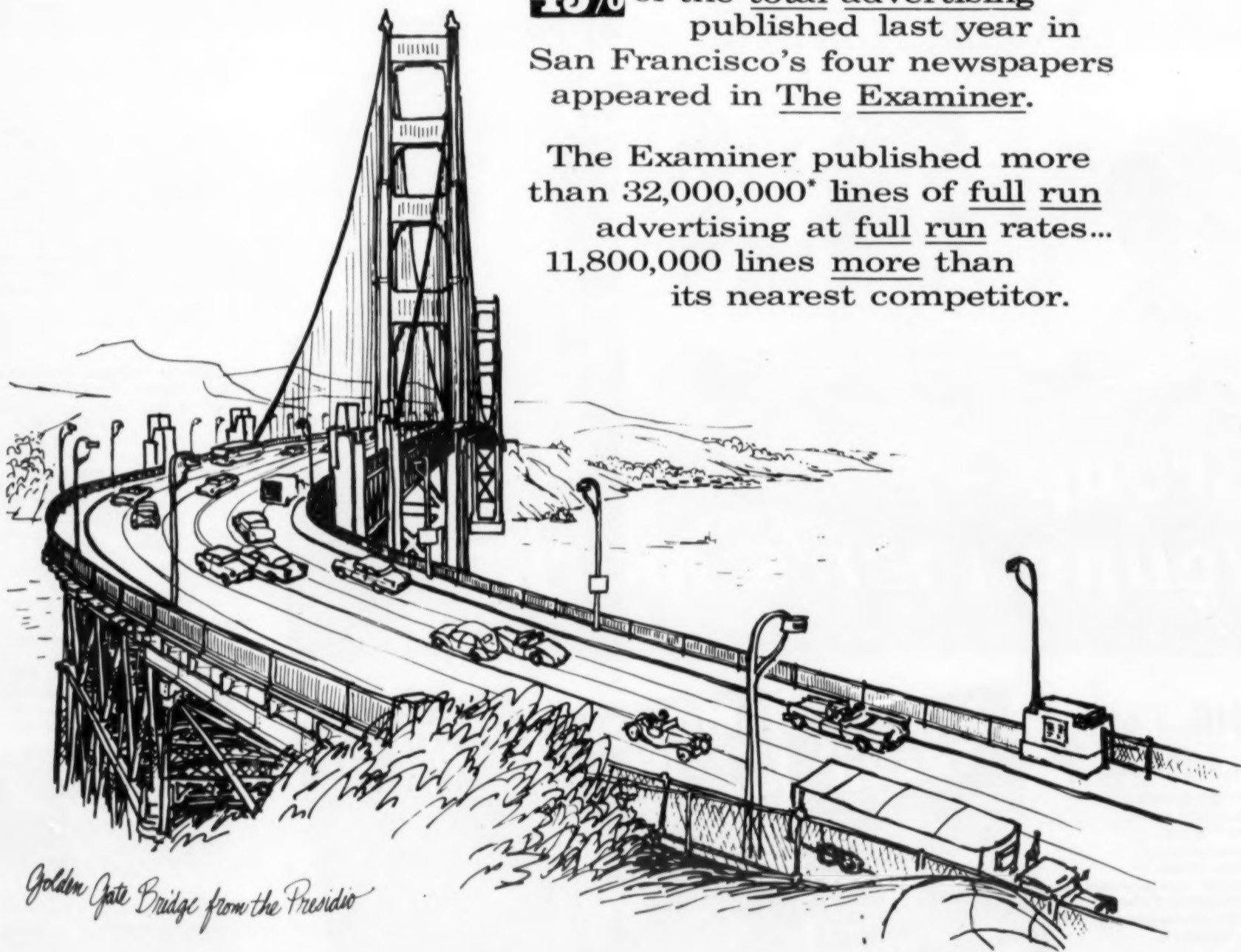
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois

In any market only
one newspaper is
Newspaper Number One

In San Francisco it's **The Examiner**

45% of the total advertising
published last year in
San Francisco's four newspapers
appeared in The Examiner.

The Examiner published more
than 32,000,000* lines of full run
advertising at full run rates...
11,800,000 lines more than
its nearest competitor.



Golden Gate Bridge from the Presidio

More circulation in northern California
than any other newspaper- daily or Sunday.

The San Francisco Examiner 

*Media Records

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

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Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Keep Product Excitement Alive: C.M.

Wool Writes on Agency Selection

How Close to Scientific Marketing?

Tips from Borton on Letter Writing

Systems, Not Companies, Will Be Industrial Sales Targets of Future

Tomorrow's industrial markets will not be single companies but complex industrial "systems," in which the work of many companies will be coordinated to produce intricate new consumer products and services for Mr. Man-in-the-Street. So says Dr. Saxe Dobrin of North American Aviation, rocket engine manufacturer, who foresees that, without the "systems concept," individual companies may not be able to operate profitably in the complicated industries of the future. His ideas on the subject are reprinted here from the November, 1957, issue of *Industrial Marketing*.

By Dr. Saxe Dobrin
Preliminary Design Section
of the Rocketdyne Division,
North American Aviation, Los Angeles

Each year Mr. Man-in-the-Street buys more toothpaste, sends more Christmas cards, attends more sports events and takes more trips to country resorts in his late model automobile. He and his family live in a nice home and they have many useful appliances and tools to make life easy. The family has closets filled with clothes and the nearby market has plenty of food to eat.

Mr. Man-in-the-Street comes by these things through an economic system which establishes a variety of trade practices, customs and channels of distribution over a long period of time. Its business and industrial pattern is intertwined with social, regional and political affairs.

At one time, a new product could be introduced into this system by the simple expedient of offering it for sale. Its first customers would be those who could afford to pay a high price for a product not fully perfected. At the same time the product was market tested and improved, other developments in the business and industrial system would encourage more customers to use the product, until eventually the product became installed as a part of everyday life.

Today the introduction of a new product may be much more complex. Though the product may be a boon to all mankind, Mr. Man-in-the-Street is not able to use it unless new types of related products are offered by other industries at the same time. Or perhaps a special public improvement is needed before the product can be used. For most new products there are bound to be problems of servicing, financing, compliance with laws and statutes, disposition of scrap or waste, adapting to existing merchandising customs, packaging for shipment, and fixing liabilities for hazards.

Brave New Business Pattern

The profit potential for any one item may not justify the effort to the manufacturer. However, done cooperatively under a unified management, a number of new products and service enterprises can be introduced together as a new "industry." This approach has come to be known as the "systems concept." It implies that a new pattern of business enterprise be developed and that in the new pattern of business enterprise there will be new people, new service organizations, new business practices and new terminology.

The Air Force adopted the systems concept for the procurement of advanced

weapons. It had come to realize that to operate new types of aircraft and guided missiles it would also have to provide new airfields and launching sites, factories to manufacture special fuels, service centers to keep the equipment in repair, schools to teach new skills to the operating crews and the development of a host of minor specialties which were never needed before. Thus the Air Force no longer buys new products, but rather systems of new products. The task of provisioning a weapon system requires the effort of many unrelated business firms. By working together through a central management the job is done on a scale which could not be done alone.

Civilian joint-venture undertakings are not easily organized on a comparable scale because of antitrust laws, although the practice is now common in the construction industry. However, a way which is in keeping with our traditions, but which has not been fully exploited, is to form public bodies which subsidize the development costs in return for operating revenues.

In his role as consumer, Mr. Man-in-the-Street already receives many of the luxuries and comforts of life through public institutions. They give him parks, recreation spots, streets and highways. They hold community festivals and parades. They provide television programs. They operate public schools. They give him libraries, museums and monuments. They build churches, assembly halls and public buildings. They help him when disaster strikes his community and they defend the country against enemies. Of course, Mr. Man-in-the-Street is not always sure who they are.

They, of course, are public institutions managed and administered by responsible citizens. The public institutions may be supported by taxes or they may get revenue from the services they offer. The public bodies may be large or small, and there may be competition among some of them. Regardless of the circumstances which lead to their formation and continued operation, they have one feature in common: each one manages some sort of activity that Mr. Man-in-the-Street would find impractical to operate for himself.

Like Public Utilities

These bodies do not have to be branches of government, though they will work closely with government. They may be clubs or societies or non-profit foundations. They might be non-profit corporations with boards of directors elected publicly. Whatever the arrangement, their purpose will be to operate a "system" in

an area of technology which is not now exploited. They will be comparable to public utilities systems now existing.

These public bodies will be the customers to whom manufacturers will sell their future new products. Consider, for instance, the conversion of sea water to fresh water. The need for this will be great within a few years, since there are no more natural supplies available, yet our population continues to grow. The conversion plants will require new types of process equipment, special apparatus and supplies. Development is in its early stages. The main obstacles are not engineering or technical, but are the problems of forming "customers" or taxation districts which will support the necessary engineering development prior to routine operation.

Another area of technology is the direct use of solar energy for space heating. As fuel costs rise, the investment needed for solar heat storage and collection equipment will become increasingly attractive. From our estimates of fuel resources and future needs, it is in the public interest to divert the fuel now used for space-heating so that it can be used for power for transportation and for industrial processes. Climatic conditions in the southern part of the U.S. (below the 37° latitude), are suited for solar space heating. It is in this region that the greatest population increase is expected. However, to effectively use solar energy, a coordinated effort is required. New types of structures and apparatus must be developed. Financial responsibilities and property rights must be established. In the midst of this effort will be suppliers of all sorts of goods and services. The best approach must be taken to reach the desired goals in spite of conflicting interests.

Still another systems effort will be weather modification. It is no longer a surprise to the present generation that we will soon be adapting the weather to make it do what we want. Cloud-seeding has already become an established activity, providing rain for drought areas and increasing the hydroelectric reserves for public utilities. Weather engineering projects will become tremendous customers for new goods and services. Congress has received the reports from the President's Advisory Committee on Weather Control and will authorize the National Science Foundation to begin weather engineering operations.

Similarly, unified efforts have been or will be created for air-pollution-abatement, world's fairs, advanced education, public health, and disaster relief. Each effort will be a vast market for products.

However, before a public body is created for any of these projects, careful consideration must be given to such matters as property rights, license arrangements, administrative procedures, personnel relations, program plans, support of technical studies, related research, budgets, operating site locations and relationships with contractors and vendors.

The management body must be granted the authority to develop its "industry" or area of technology and to recover its costs through an appropriate source of revenue.

The organizations will be guided by qualified men who are responsible to the public.

Companies Act Jointly

Thus, in making long range plans for product research and product development, a company should take into account that it will ultimately sell the products in a joint action with other firms. The gross features of one company's products may have important effects on the usefulness of some of the others. A little change in one item might make a valuable economy in another. Because of this, the systems concept might affect a company's internal affairs. The financial, purchasing, accounting, personnel and advertising departments may or may not be affected. The sales department, of course, would quickly adapt itself to the needs of its new customers. The production men will already be familiar with systems operation, for it is really nothing more than the application of industrial engineering practices on a larger scale.

However, it will be in the research department that there will be the greatest awareness of systems operation, for it is that department that is concerned with the company's future activities. The research department must devote itself to applied systems research, just as it does to applied product research and applied process research. By exploring the less obvious features of a system, opportunities for improvement will be disclosed.

Right now is not too soon to begin systems research. Just as there is an entire spectrum of physical research ranging from fundamental research through application, evaluation, development and testing, there is also a spectrum of systems research.

First of all, it is a topic in its own right, still new and unexplored. Systems are "intangible organisms." An understanding is needed of the inter-relations and interconnections between the segments of a system, the role of communication and organization, criteria for optimum conditions and the effects of variables inside and outside of "intangible organisms."

Applied research, of course, discloses useful or profitable peculiarities of a system. At the development level, systems research becomes closely related to product research. Subsequent exploitation of systems and products then go hand in hand.

As we pass through the next several years, and the systems concept grows stronger within us, there will be many conflicts in the business and political arena. However, our economy continually expands and our standard of living gets brighter. When a new plateau is reached, with a standard of living that now seems inconceivable, we will look back at our present business methods and activity as being rather crude.

The transition to new business patterns may work some hardships and create temporary misunderstandings. Still, the systems concept seems to have worked out very well among contractors to the armed services. There is no reason to believe that it will not also work well for the people who supply Mr. Man-in-the-Street. #

Salesense in Advertising . . .

How Advertisers Select an Agency

By James D. Woolf
Advertising Consultant

A friend of mine, an agency executive, recently studied a mass of printed materials—trade paper articles and reports of speeches—in regard to specific considerations determining the selection of an agency by an advertiser. Listed below, in order of importance as my friend sees it, are the factors most predominant in the material studied.



James D. Woolf

● **Honesty and integrity.** Many of the advertisers reported on stressed the importance of agency trustworthiness. Among other things, they resent such things as the promise of a vast staff of personnel to service the account, which they know can never be delivered.

● **Experience in the advertiser's field.** What has the agency done for other advertisers marketing similar or closely related products? Positive data on success stories in the advertiser's field are usually listened to with great interest.

● **Personnel on account.** Agency should outline the qualifications of the persons who will actually work on the account. In some instances, personal interviews by the advertiser and these people are desirable.

● **Agency's clientele.** It is often desirable for agency to present specific data on its success with clients in other fields, proving versatility and all-around creative ability. Testimonials from other accounts are usually effective.

● **Importance of account.** Prospective cli-

ent often must be assured that his account will get top-level attention from the agency. How will his billing of, say, \$300,000 compare in importance with the agency's blue chip multi-million dollar accounts?

● **Sound reputation of the agency.** Is the agency financially sound, well-managed, and generally efficient and capable?

● **Research and marketing ability.** Does the agency reflect a sales-minded attitude? How extensive and able are its research and marketing facilities? Depending on the type of account, how well is the agency equipped to solve regional and sectional marketing and merchandising problems?

● **Creative ability.** What is the agency's record in creating successful motivating copy themes? Frequently, depending on the product and the problem, this consideration is of Number One importance. There is no denying that agencies often lose accounts because they have not been able to produce a copy theme satisfactory to the client. When an advertiser's sales are slipping, he has little interest in the integrity of his agency and its reputation as a well-managed organization. There is no denying also that few agencies, if any, are above submitting speculative ideas to prospective clients.

● **Organization of agency.** Of some interest are departmental facilities, billing procedure, etc.

Well, that's the list. It represents several days of library research by my friend.

Agency service, as defined by the Four A's, consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service. The agency's skill at "interpreting" should be the heart and soul of its solicitation of a new account. #

Looking at Radio and Television . . .

Triple Spots Cheat Sponsors

By the Eye and Ear Man

Several evils have beset the television industry which need attention if the medium is to continue to be strong. Some of these have been pointed out here—some are new:

● **Evil 1: triple spotting.** It would appall readers of this column if call letters of all the stations which offered a third spot between programs in Class A time were to be listed here. Their reputation is good and the owners are men of high esteem. In practice they are a greedy lot.

In the beginning, there were 30 seconds between one nighttime show and the next. Three seconds of the advertiser's 29 minutes and 30 seconds was used by the network to identify itself and to give the AT&T time to switch and the stations time to identify themselves.

At first only a short 15-second announcement was used to link two programs. Then the station began giving time announcements and that shortly led to the present 20-second and 7-second spots known as IDs. Although many advertisers object to double-spotting, they accept it now.

When there were single-station markets, monopoly stations often managed to force in extra IDs by covering cast credits and network identification. Then the networks began using a little more time at the end of a program in order to plug another program. This has sneaked up in length until it is now seven seconds in most cases. And here the trouble began.

It is now simple for a station manager to "borrow" a little time from the closing

of a program, cast credits, teasers for next week's shows, network identification and cross-plug for some other network show, and even the show and sponsor identification that opens the following show. This bit of thievery is entirely illegal since contractually the station is selling the advertiser 29 minutes and 30 seconds for a given sum of money.

The irresponsible station manager now takes this time and divides it into two 20-second spots running from 29:15-29:35 and 29:37-29:57, and an ID running from 29:59-30:09. In some cases, by snipping a little more off both ends of the shows, the demons can squeeze in a third 20-second spot.

There have been reports of a sponsor's message in the middle of a show being covered by local announcements, but this practice has certainly not been commonplace, and few cases have been verified.

All this leads to alarm on the part of an advertiser that his most expensive medium from an out-of-pocket point of view is being reduced in real effectiveness. And indeed it is. The advertiser then asks what he can do about it.

■ The answer is clear:
Find out who the culprits are and stamp them out by prosecuting them for breach of contract, or withhold the money due them, pending an adjustment based on the amount of commercial time lost. Urge the networks to cast the black sheep out. Since there are now multiple-station markets no one station is any longer able to be labeled indispensable.

The Creative Man's Corner . . .



Keep the Excitement Alive

NEW! The only toaster that's an "oven," too!
The new General Electric Toast-R-Oven makes perfect toast "upstairs" or "downs." Toasts bread and rolls, toasts buttered bread right at the table!

NEW TOAST-R-OVEN \$29.95
Toasts 2 slices Warm & Chewy

1. Make toast on top like a regular toaster. 2. Toasting ends warm up to 400° F. 3. Press a button to toast toast and rolls. 4. Use to toast buttered toast. 5. Toast or reheat toast.

Progress Is Our Most Important Product
GENERAL ELECTRIC

As has been said several times before in this space, there's nothing that so brightens up an ad as a really new feature in a product.

Here is GE with a toaster that does a long-needed job—keeps already-toasted bread warm until it's ready to be consumed. And it explains this feature in unmistakable, unforgettable English: "Makes toast 'upstairs' to any delicious shade you want. Keep it warm 'downstairs' in the oven."

We find, looking back, that this column has had kind words for GE advertising more frequently than for any other advertiser—and sound, convincing, helpful and informative ads such as this one are the principal reason why.

All of which brings us back to our original statement—that nothing so brightens up an advertisement as a really new feature in a product. All of which leads us to wonder why a writer, sitting down to create a prose poem about a product, doesn't say to himself, "What would I say if the outstanding feature of this product were really new and revolutionary?" In our opinion, product features all too frequently become more quickly commonplace to the advertiser than to the consumer.

Far as we're concerned—and, God knows, we're pretty average—radio is still a wonderful thing, despite tv. So is the electric heating pad. So are flashlights. And soap. And bread. Maybe one of the things advertising should do is to keep the original wonder and excitement of a product alive. #

If that action is clear, then the next step is to get the evidence. This is a little harder. It is true that each station is required to keep a log which is on file and attested for FCC purposes. These logs are often carelessly kept by transmitter engineers or announcers, but cannot easily be tampered with. It is possible for network authorities to spot check these logs at the request of an advertiser.

If this method fails to turn up known offenders—known because they often boldly offer prime 20-second extra spots to advertisers whose programs they are cutting into—the next way is to spot check them. This can be done in several ways.


Agency traveling checkers or client's salesmen, retailers, or distributors following a check list can easily certify the triple spotting when it occurs. There is also a tape service available in almost every city wherein a sound tape can turn up the offenders by an inexpensive spot check

from time to time.

One of the first steps to be taken to eliminate or reduce the evil practice of triple-spotting is to cancel an accepted form of it—the network promotions. These promotions are annoying to the viewer and are spots in themselves. The continuation of them, despite their acknowledged desirability, will only extend triple-spotting in some form or another.

The last step is self-discipline. Very often an advertiser without a current network program, or even one with a network program, is tempted to accept an offer of the third spot between two high-rated programs that he could not normally get without months of waiting. Any temporary gain like this is a long-range loss.

Indeed, triple spotting is evil number one. Other evils will be treated in this series, as television turns its policing inwardly to preserve the most powerful medium yet invented by man. #



"Look me in the eye and say you don't love me"

It's all very emotional, this dogs-and-people business.

The dogs knew it all along.

The people (being busy with so many matter-of-fact things) are only admitting it now.

Take the people who sell dog food. First to wear their feelings on their sleeve, you know, was Armour and

Company, our busy, successful package goods client. They put their advertising for Dash on a frankly emotional level. Appealed first to the heart—sold liver content second.

Results have been good. Advertising readership went up, and sales responded immediately.

Happy little love story, eh, Rover?

N. W. AYER & SON, INC.

Philadelphia • New York • Chicago • Detroit • San Francisco • Hollywood • Boston • Honolulu

On the Merchandising Front . . .

How Close Are We to Scientific Marketing?

By E. B. Weiss

I have no doubt that ahead of us lies an era in which the margin of error in marketing decisions will be considerably lessened.

But I am equally convinced that there will always be a margin of error in marketing decisions, and one of annoyingly sizable dimensions, no matter how much progress we make with scientific marketing.

And I am reasonably certain that, at its present stage, scientific marketing is more of a hope than anything resembling a science. At best it is a discipline that includes some rather undisciplined practitioners.



E. B. Weiss

■ I found myself coming to these conclusions as I read a heavy tome—the proceedings of a meeting of the American Marketing Association held in Detroit a bit over a half year ago. That tome was heavy not only in sheer bulk; it was heavy, too, with remarkably learned expositions of scientific marketing theories and programs, replete with weird charts and graphs that called for a mathematical knowledge of an extraordinarily high order both to compile and to comprehend.

Now I should like to make it thoroughly clear that I have no thought of even attempting to ridicule these very earnest—and, in my opinion, thoroughly commendable—efforts to take at least some of the by guess and by gosh out of marketing. But I rather wish that these experimenters in scientific marketing would quite regularly remind both themselves and the management executives to whom they report that, as of today, there is still little science in scientific marketing. It is so easy for those who both advocate and practice a new profession to become thoroughly persuaded with respect to its infallibility. (We see evidence of this among the motivational researchers who periodically take the attitude that this highly inexact discipline is a precise science.)

In this connection I note that E. J. McCarthy, assistant professor of marketing at Notre Dame University, pointed out to one of the sessions of this American Marketing Association meeting that "All forecasting is subject to error and it is better to be aware of this error and to estimate its magnitude rather than to ignore it." I would assume from this that Professor McCarthy has reason to believe that some scientific marketers do tend to ignore their fallibility.

■ It is a fact that the demonstration of error marks an advanced stage in any science. The motivational research practitioner seldom acknowledges even the potentiality of error—as for a "demonstration of error," I've yet to read or hear of its existence in motivational research work. And somewhat the same tendency, although by no means to the same marked degree, crops up in the realm of scientific marketing with particular reference to market forecasts, and with most particular reference to market forecasts for new products.

Professor McCarthy points out that "an over-all forecast will probably have a range of error of at least 10 or 20%"—and may I remark that an error of that order is big enough to sink many a marketing program. Indeed, it may very well be that it is this very margin of error in new product forecasts that is responsible for the extraordinarily high percentage of failures in new product

introductions. (Incidentally, Professor McCarthy proceeds to explain that the range of error in some of the components of complete forecasts sometimes exceeds 50%, which suggests that it is only the magic of mathematics that makes some forecasts reasonably correct—not the magic of the forecaster!)

Continues Professor McCarthy (and I admit that since these are extracts from a talk, they may not present the professor's precise conclusions): "... it would seem that users of new product sales forecasts must accept the fact that any estimate is accurate only within some unspecified range of error—perhaps zero to 87%!" (May I rise to remark that in the most unscientific days of marketing, the range of error on new product introductions could hardly have been of much larger proportions!) And the professor concludes: "Marketing research must be used. However, the present techniques must be improved considerably before new product forecasting becomes 'a science'."

■ Obviously, I am in total agreement with these conclusions, and not only with respect to market research involving new products. And I wish (how I wish!) that those who prepare scientific sales and marketing programs would make this entirely plain when they submit their graph-studded presentations.

Another speaker, from the auto industry, at this same convention made this very interesting statement:

"The first problem encountered by the forecaster is that sales fluctuate widely from year to year. As many of us know from recent experience, volume planning in this industry has been especially challenging for the last three years. It may be that someone did anticipate the 30% increase in car sales from 1954 to 1955, but I've yet to find that individual. Although some downward movement was expected from 1955 to 1956 the actual extent of the decline was a surprise to most of us. About the only consolation we can gain from these wide swings in the market is that there is never a dull moment. In fairness to my colleagues in automotive planning I hasten to add that most of them did predict during the last few years the direction of the change if not the magnitude."

■ I think it is downright shameful that auto sales should fluctuate widely from year to year. I suspect that this circumstance applies to a number of other industries as well. And if scientific marketing cannot eliminate the variables involved in such a fairly simple component as fluctuations in annual sales, pray tell how will it be able to make scientific forecasts involving all of the other variables inherent in that most amazingly variable organ, the human mind, whose frontiers even now have barely been crossed by our medical scientists?

All this brings to mind the fact that perhaps few, if any, new products have ever had the benefit of such an extraordinary amount of scientific product sales and market planning as the new Edsel. Another speaker at this same meeting—a Ford executive—remarked that, "Market research studies by our company on the Edsel automobile have covered a period of almost 10 years."

Yet I note that sales of the Edsel for the first three months following its introduction have apparently not met projected figures, and my own entirely unscientific research among auto owners suggests quite strongly that the Edsel's first year may not be a monument to the ability of present-day scientific marketing sharply to reduce the areas of guess-

work—not even ten years of it! As a matter of blunt fact, I suspect that such events as Sputnik, the Federal Reserve Board's cut in the rediscount rate and subsequent credit-easing moves, congressional decisions involving curtailment of some of our civilian programs, the shifting of the delicate balance between inflation and deflation, pending outer-space developments—these and other

factors never contemplated in Edsel's 10-year program of scientific study—may have more to do with its sales total in its first year than its engineering details, its styling, its market analyses, its motivational research and its countless other studies, all of which, to this observer, have resulted in a lack-lustre car, a lack-lustre dealer organization, and singularly lack-lustre advertising. #

Tips for the Production Man . . .

Progress in Powderless Etching

By Kenneth B. Butler

Although a letterpress research program has been sparked by a preliminary contribution by the members of the American Photoengravers' Association, which has now been turned over to a research organization, the engravers have been making some notable progress in their art. This is particularly noticeable in the realm of powderless etching.

This method of etching was first brought to the attention of the graphic arts field by the Dow Chemical Co., which developed a machine for etching magnesium as an engraving metal. Several years of experience with this method have overcome some of the "bugs" which were initially met with.

Both the machine and the metal are being used by a number of newspapers and engraving shops. Briefly stated, the process hastens some of the steps in producing an engraving, although it sets up some additional preparatory steps.

■ Some engravers, in the early stages, felt that the use of magnesium and the Dow etching machine would enable them to sell engravings cheaper. We are told that most of these found they couldn't make out; that while the process has advantages, to date a lower selling rate for the product is not one of them.

Newspaper shops and some others who handle work where great speed from first step to delivery of plate is a vital factor, find the process very advantageous. Magnesium, in addition, has cer-

tain quality factors which in some instances give it an advantage.

Producers of engravers' zinc and copper have joined the experimental movement in dry etching, and have found that the Dow machine and process work well on their metals. The Dow Co. has licensed two companies to manufacture the machine, which is leased to the larger engravers on a royalty basis. It is a one-bite-etch machine.

■ For one thing, the dry etch process makes it possible to use a finer grained zinc, and good results have been procured in making 120-line screen plates. Formerly 110-line was regarded as the finest practical screen.

Another important advantage is that of being able to mix both line work and halftone work on the same flat when zinc is used.

If the dry etch process has not, to date, resulted in lower cost engravings, members of the craft are certain that the saving in time has delayed the inflationary spiral in the pricing of their product.

And many are working with the process in an effort to offer their product at a lower cost at a later time. Engravers, in their convention discussion panels, are freely exchanging their experiences and sharing their knowledge. These include also the important area of thin metal, curved plates and tubular plates, since rotary printing has a relation to lower cost of press work. #

Mail Order and Direct Mail Advertising . . .

How Long Should Your Letter Be?

By Elon G. Borton

Some time ago a university professor in Chicago made a study of some thousands of interviews by salesmen and reported that he found that on the average these salesmen took 54 minutes for the interview. That seems long to me but suppose we cut it in half, or 27 minutes, and assume that the salesman talked two-thirds of that time, or 18 minutes.

In those 18 minutes, the salesman must have said over 2,000 words, or the equivalent of six or seven typewritten pages, to present his proposition and try for the order.

Doesn't that throw some light on the much argued question of how long a letter should be? Your mailing is trying to do, in essence, what the salesman tries to do during the interview—capture attention, inform, prove and persuade to action. If the salesman, with his personality to help him, needs the equivalent of a six-page letter, why should we quibble over a two-, three- or four-page letter?

■ Most experienced direct mail men do not worry about the length of a letter or the amount of copy in a mailing piece. In much of my experience I have used three- and four-page letters to answer inquiries.



Elon G. Borton

I knew of one campaign which brought large returns on a 16-page letter and I even saw once a successful 60-page letter mailing in answer to inquiries about a complicated machine.

Men will read almost any amount of words so long as these give information and value to the reader. Tell the story you need to tell and don't worry about the length of your letter or mailing piece. Thus, if you are just trying for an inquiry you may be able to use a short letter. But if you are answering his inquiry and trying for an order, he will read any amount of copy if you make it interesting and informative to him.

■ The same principle applies also to mail order advertisements in publications. They tend to use much more copy than general advertisers do. Thus, in the 18 mail order advertisements (described in a previous column) included by Julian L. Watkins in "The 100 Greatest Advertisements," the average amount of copy is over 500 words per page and several of them carry 700 words. These experienced advertisers and their great copywriters apparently knew from experience that long copy is most effective.

If mail order and direct mail advertising, the two classes of advertising which are most closely checked for direct, provable results, find it advisable to use long copy, may there not be some suggestion for general advertisers in their experience? #

Lesson: OUR NEWSPAPERS



There are three Newspapers in Detroit.

Every fall and Spring they report on
the number of readers they have.

THIS year one paper has more readers
than any Michigan paper ever had!

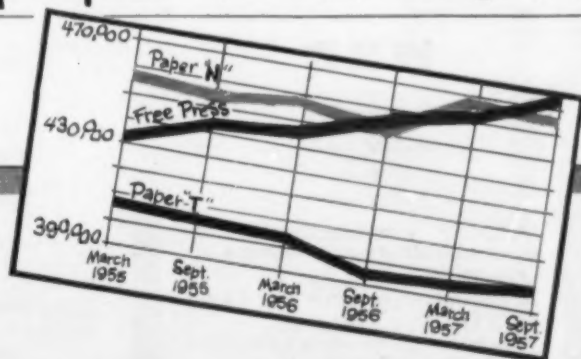
It is the FREE PRESS!

It is the FRIENDLY paper-

It comes out every MORNING-

ALSO-more people who start to read

a paper Pick the Free Press!



P.S. this picture shows how
the morning paper grew bigger
than the two afternoon papers.

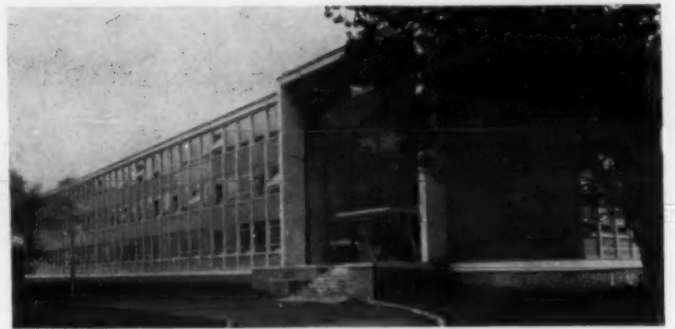


Even I know that ...
only THE ATLANTIC CITY PRESS
covers SOUTHERN New Jersey!

That's right! The Press not only covers 80% of the families in Atlantic City itself, but provides the best coverage of the Southern New Jersey market; Atlantic, Cape May and Cumberland counties, each covered daily by separate local editions. This coverage is growing more intensive—circulation is up 13%. Are you getting your share of Southern New Jersey's annual \$476 million in retail sales? Put the Press to work for you and you will!

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper
Rolland L. Adams, President
Gallagher-Delisser, Inc., National Representatives



HOME IN BRITAIN—Here is A. C. Nielsen Co.'s new Nielsen House in Oxford, England, headquarters for Nielsen's overseas operations.

Donnelley Boosts Martin

John J. Martin, former assistant to the executive manager, business papers division, Reuben H. Donnelley Corp., New York, has been named general advertising manager of Donnelley's *National Cleaner & Dyer*, *Starchroom Laundry Journal* and *National Rug Cleaner*.

Spot Newsprint Dips to \$118/Ton as Ad Linage Falls

NEW YORK, Dec. 31—Reports that newsprint is being offered here on a spot price basis of \$118 a ton, or \$16 a ton less than the current contract price of \$134, was affirmed last week by a news story in the *Wall Street Journal*.

However, a check of newsprint dealers and mill representatives indicates that this price is far from general. Some lots of both Canadian and U. S. newsprint have been sold at \$118 a ton for immediate delivery in quantities of 1,500 tons or better, dealers admit, but there is apparently none available in smaller quantities at that price. Small buyers, for the most part, are paying the established contract price or more—usually more—for quick delivery.

But the premium prices of \$180 a ton and up which were being paid in 1956 have vanished into the limbo of memory. During the newsprint shortage a year and a half ago, buyers were going as high as \$200 a ton to get immediate deliveries in the so-called gray market.

■ The U. S. Government Printing Office is reported to have bought a sizable tonnage of newsprint recently at \$122.34 a ton from several mills.

Mill men say that there is little likelihood that the current softness in the spot market will affect contract prices. There will have to be a heavy oversupply before that happens, they say. Currently, the big Canadian mills are operating at about 5% below rated capacity.

U. S. newspapers' advertising linage continues to fall off. In November it dropped 4.6% below November, '56, according to Media Records, which reports the first 11 months of '57 down 2.9% compared with the same period of '56.

Most mill men say they do not look for any substantial pickup in newsprint demand during the first half of '58. #

Ralph Jones Adds Aetna Oil

Ralph H. Jones Co., Cincinnati and New York, has been named to handle advertising for Aetna Oil Co., Louisville, marketer of petroleum products in Kentucky and southern Indiana. Aetna is an affiliate of Ashland Oil & Refining Co., Ashland, Ky., a Jones client since 1954.

Nouman to Campbell-Mithun

Campbell-Mithun, Chicago, has named Frazier E. Nouman director of a new public relations and publicity department, effective Jan. 6. Mr. Nouman formerly held a similar position with Gourfain-Loeff, and before that was with Ruthrauff & Ryan and J. Walter Thompson Co.

Chicago Gets '58 Atomfair

The 1958 Nuclear Congress will hold its "Atomfair" March 17-21 at the International Amphitheater, Chicago.

Square miles don't buy
your product . . .

People do



You need coverage AND audience.

In WHB's 96-county* world IT'S A WHB PULSE

WHB is first in 432 of 432 quarter hours 6 a.m. to midnight (Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

Talk to a Blair man . . . or WHB General Manager George W. Armstrong.
*situated in Missouri, Kansas and Iowa

WHB

Kansas City
10,000 watts
710 kc.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

One of a series of comments on Metropolitan Oakland as a market by Pacific Coast advertising agency executives.



Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

Metropolitan Oakland's 881,300 population is the largest in Northern California. Even more important to those who must direct their sales efforts toward the greatest sales opportunities is that this area is also Northern California's Number One market for food; automotive; furniture and household; service station products; building materials; and drugs. In these

major retail classifications, Metropolitan Oakland's 1956 sales exceeded San Francisco's by a total of over \$100 million.

WILLIAM P. DUMONT, *Vice President and Manager*
FULLER, SMITH & ROSS, *San Francisco*

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Daily 208,852
Sunday 235,354
ABC Publisher's Statement
March 31, 1957

National Representatives:
Cresmer & Woodward, Inc.

Member Metro Sunday
Comics Network

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



1st BY MORE THAN 82,000 LINES

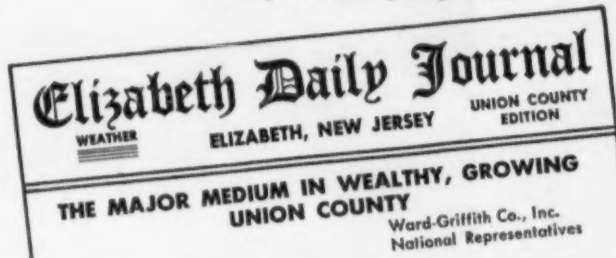
IN THE ELIZABETH-NEWARK AREA
New Jersey's Most Concentrated Markets

RETAIL DAILY GROCERY LINAGE

ELIZABETH DAILY JOURNAL	1,214,000	} 1st Nine Months of 1957
NEWARK NEWS	1,131,000	
NEWARK LEDGER	458,000	

SOURCES:
Media Records
Advertising Linage Service

Our 4-color Food Section
attracts more linage and
sells more products.



Make it First
on Your Schedule Too!



MEATY—Merkel Inc. begins its 26th year as a bus-card advertiser with this 11x28" poster. Merkel spends roughly one-fifth of its ad budget on bus cards, equaling the amount spent on store display materials. Besides interior cards, Merkel uses spectaculars on the sides and backs of buses. Blaine-Thompson Co., New York, is the agency.

'Waterways' Joins NBP

Waterways Journal, St. Louis, an ABC-audited weekly business paper, currently celebrating its 70th anniversary, has become a member of National Business Publications, Washington.

Kids' TV Shows

Over-Priced, Says Ideal Toy's Helitzer

NEW YORK, Dec. 31—A sponsor has come up with a suggestion as to why children's tv programs are hard to sell these days.

Unrealistic pricing was tagged as the deterrent by Melvin Helitzer, director of advertising and public relations for the Ideal Toy Corp., in a speech before the Sales Promotion Executives Club of New York.

"The reason advertisers have been shying away from children's tv programs is because the networks have not faced some simple economic facts," Mr. Helitzer said.

"Stations charge the same rate for a children's program as they do for a daytime program. In any rating system the number of viewers may be the same, but advertisers get paid off on the basis of sales, not rating points.

■ "It is an obvious fact that children do not have the purchasing power of adults, and a re-evaluation of tv rates for children's programs is absolutely necessary or there will be more casualties such as 'Ding Dong School' and 'Winky Dink' and more programs in trouble such as 'Captain Kangaroo' and 'Let's take a trip'," he continued.

Mr. Helitzer said this is the reason that Ideal switched from strictly kids' fare to all-family type shows such as the "Shirley Temple Film Festival" and the New York Thanksgiving Day parade. #

Campbell Sets Five-Media Push for Soup and Crackers

Campbell Soup Co. will launch a five-media ad push in February for tomato soup and crackers. Campbell will run color pages in *The Saturday Evening Post*, *This Week Magazine*, *Capper's Farmer*, and in the *New York News*, *Philadelphia Inquirer* and the *Chicago Tribune*. "Soup 'n Crackers" commercials will be heard on Campbell's two network tv shows, "Lassie" and "Colt 45." Batten, Barton, Durstine & Osborn is the agency.

Frank Wright to Retire

Frank P. Wright, founder of Frank Wright National Corp., San Francisco-Los Angeles agency, will retire in March. He will retain an interest in the agency, which will continue to maintain offices in both California cities, with Ted Slade and Mike Gold remaining as managers. Wright began his agency in Oakland, in 1929. Among other accounts, he has handled advertising for Calo Dog Food Co. for 27 years. He established the "Pet Exchange," which has been on radio and tv for more than 20 years, during which time nearly 1,000,000 pets have been placed in homes.

National Pool to McCann

National Pool Equipment Co., Florence, Ala., has named McCann-Erickson, Atlanta, to handle its advertising. Magazines and trade publications will be used.

THE TRADING STAMP:

*In cities where
stamp use is greatest
food prices have
risen the least*

In these inflationary times, the finger of blame for rising food prices is being pointed in many directions. It should be interesting to American consumers to know that the trading stamp is not a contributing factor.

This fact has been shown in two ways by the studies of marketing experts in universities. First, these studies found no evidence that stamp stores, as a class, charge higher prices than non-stamp stores. Second, from a comparative use of the Bureau of Labor Statistics Index, they found that food prices have risen the least in cities where stamps are given most.

Between December 1954 and December 1956, when food prices for all U. S. cities rose 1.8%, the same prices rose 2.8% in five Index cities where supermarkets did not give stamps.

During the same period, in ten cities where 50% or more of both chains and independent supermarkets gave stamps, prices rose only

1.3%. And, in the three cities where stamp use was highest (75% of all supermarkets), food prices rose only 1.2%.

These city by city comparisons are additional evidence that trading stamps exert competitive pressure to help keep food prices down. It seems reasonable to assume that, for families living in "stamp cities," stamps have helped contribute to a lower cost of living in food purchases.

★ ★ ★

REFERENCES: "Competition and Trading Stamps in Retailing." Dr. Eugene R. Beem, School of Business Administration, University of California.

"Trading Stamp Practice and Pricing Policy." Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.

This page is one of a series presented for your information by
THE SPERRY AND HUTCHINSON COMPANY which pioneered 61 years ago in the movement
to give trading stamps to consumers as a discount for paying cash. S&H GREEN STAMPS
are currently being saved by millions of consumers.

MAN ALIVE!

25

**CONSECUTIVE MONTHS WITH AN ADVERTISING LINAGE GAIN
Up 17% in 1957... Up 40% the past two years**

Nation's Business has done it again—broken an all-time record for consecutive advertising linage gains! The January 1958 issue is the 25th monthly gain in a row. We have a right to feel pretty good about that. But the thing which makes us feel even better is this: we're helping to ring up and write up sales gains for our many advertisers. They're not simply buying space in Nation's Business—they're buying results.

Nation's Business takes your story direct to the real heads of American business and industry, the men of decision who take action. You reach more presidents, owners, partners, through Nation's Business than in the next two business magazines combined—and at a lower cost per 1000. 780,000 ownership-motivated executives who have personal subscriptions and 80,000 business-members of the National Chamber of Commerce.

the REASON:

action in business

results when you advertise to business and industry in

Nation's Business



Advertising Headquarters: 711 Third Avenue at 44th St., New York 17, N. Y.



FOR BEST RESULTS

Follow the Lead of These
Smart Retail Advertisers

Management of these corporate chains, operating stores in Chicago and Gary, know Chicago newspapers have little or no effect in the Gary Area, so they are consistent users of large space in

THE GARY POST-TRIBUNE

Gary's only newspaper, daily and Sunday

A & P, Kroger, National Tea, Jewel Tea, Sears-Roebuck, Goldblatt's, H. C. Lytton, Fish Furniture, Robert Hall, Richman Bros., Walgreen's, Busch Jewelers, S. S. Kresge, W. T. Grant, and others.

Merchandise advertised covers every type of consumer goods. These chain retail advertisers are close to both markets. They, and hundreds of independent merchants, are outlets for national advertisers' products. For increased sales, support this distribution with advertising in THE GARY POST-TRIBUNE, the newspaper with a proven record for building sales.

National representatives: BURKE, KUIPERS & MAHONEY

BBDO's Kraft, 48, Dies of Injuries Sustained in Fall

NEW YORK, Jan. 2—Leonard J. Kraft, 48, account group supervisor at Batten, Barton, Durstine & Osborn, died Dec. 30 at Loudon-Knickerbocker Hospital, Amityville, N.Y., as the result of a fall sustained in Wilmington, Del., Dec. 20. Mr. Kraft, who was group supervisor for BBDO on the E. I. du Pont de Nemours & Co. account, fell on wet pavement while on a business trip in Wilmington. After returning to his home in Massapequa, N. Y., he was hospitalized because of his injuries, which proved fatal.

Born in Akron, O., Mr. Kraft began his career in advertising with Campbell-Sanford Advertising Co., Chicago, where he became an account executive. During World War II, he served with the Army in the European theater. Following

the war, Mr. Kraft joined the Borden Co. in New York and became advertising manager of the company's special products division. He joined BBDO in 1952 as an account executive and about three years ago was named a group supervisor.

PAUL J. ROWAN

NEW YORK, Jan. 2—Paul J. Rowan, 60, circulation manager of the *New York Times*, died Jan. 1 at his home in Bronxville after suffering a heart attack.

Born in Brooklyn, N. Y., Mr. Rowan joined the *Times* as a mailer in 1923. His father had been superintendent of circulation of the Methodist Book Concern and started him with that organization as an apprentice mailer when he was 16.

Mr. Rowan became mail room foreman of the *Times* in 1926, a position he held for six years. During this period he also became secretary of the executive board of Mailing Union No. 6. In 1932 he was assigned to direct delivery in the circulation department and reorganized the newspaper's entire delivery system on Long Island.

In 1934, Mr. Rowan was made city circulation manager and in 1950 was appointed circulation manager. He was known as a trouble shooter and had the knack of straightening out difficulties with little or no friction in a section of the newspaper industry not usually known for gentle ways.

HENRY F. LIPPOLD

NEW YORK, Jan. 2—Henry F. Lippold, 67, secretary and a director of Westchester County Publishers and Westchester Newspapers Inc., which publish the Macy chain of daily and weekly newspapers, died in his sleep at his home in Briarcliff Manor, N. Y. Born in Brooklyn, Mr. Lippold, before joining the publishing company several years ago, had been associated with the late V. Everit Macy, a philanthropist and later manager of the Macy estate. Mr. Lippold was also manager of the Deed Realty Corp., which controls the Chilmark real estate development in Briarcliff Manor.

GILBERT B. PEARSALL

ATLANTA, Jan. 2—Gilbert B. Pearsall, 52, former advertising manager of W. & J. Sloane and Lord & Taylor, New York department stores, died Dec. 31 at St. Joseph's Infirmary here after a short illness. During the past few years he had been associated with a machinery construction company here. Earlier in his career Mr. Pearsall, a New Yorker by birth, had been a member of the brokerage house of Van Alstyne Noel Co. in New York. He left several years ago to live in the South because of his health.

MAUDE FAMBRO

ATLANTA, Dec. 31—Maude Fambro, former personnel director with Tucker Wayne & Co., Atlanta agency, died Dec. 27 in a private hospital here. Miss Fambro had been with Tucker Wayne for about 20 years and had been active in the advertising field for nearly 35 years.

BBDO BULLETIN



"Dramatic TV commercial shows how Du Pont product is used to help find vital oil resources our country needs. Nitramon-S, a Du Pont-developed blasting agent, is so safe to handle, you can fire bullets into it without setting it off! This demonstration appears in a film about seismic prospecting on the next Du Pont Show of The Month, January 21st."



Versatile campaign for a versatile product — the story from BBDO-San Francisco. Flexible format allows special area insertions in 27 Western newspapers. "Steel for every purpose from a single source" is the themeline for Columbia-Geneva Steel Division. Copywriters make field trips to get unusual facts, pictures of Columbia-Geneva steel on the job.




Emotions—the key to the American Institute of Men's and Boys' Wear effort to make man do something about his appearance. Photographs are dramatic. Copy has a "this-could-be-you" bite. AIMBW is out to shake the American man—and the women who influence his apparel purchases—out of his complacency. Response to the ads shows they're doing it!



To multiply the effectiveness of its magazine campaign, the First National City Bank put these award-winning 4-color advertisements into a 48-page booklet. Fifty thousand copies were sent to top business people. Response was spontaneous and enthusiastic; the Bank received a great many requests for additional copies from executives around the world.

**Dedicated to
helping you make
your advertising
more effective!**



has 73 publisher representative
members serving 301 publications

**Association of
Publisher's Representatives**
70 East 45 St., New York 17, N. Y.



Canadian Gas Assn. Sets First National Push in '58

The Canadian Gas Assn. will conduct its first country-wide advertising campaign in 1958. The decision to launch the push was made because the trans-Canada gas pipe line will be completed from Alberta to Montreal in that year. Many of the 150 members of the association advertise, but always on an individual basis.

'House & Garden' Boosts Rates

House & Garden will increase its circulation base from 500,000 to 550,000 effective with the May, 1958, issue. Advertising rates will be advanced \$350 to \$3,950 for b&w pages. Four-color pages will be advanced \$500 to \$5,850.

Cranebrock to Reincke, Meyer

Allen Van Cranebrock, formerly transportation writer and columnist for the Chicago Sun-Times, has joined Reincke, Meyer & Finn, Chicago, to assist in the agency's public relations activities.

BARGAIN—Half-page newspaper ads like this were used by Block & Kuhl, Peoria department store, in a test of Flint cutlery by Ekco Products Co. Ekco found the test successful. It plans one more test before projecting the sale nationally.

Dissolve St. Helens Merger, FTC Tells Crown Zellerbach

WASHINGTON, Jan. 2—The Federal Trade Commission today gave Crown Zellerbach Corp., San Francisco, 60 days in which to submit a plan for divesting itself of the assets of the St. Helens Pulp & Paper Co., a major competitor which it acquired in 1953.

In an order tightening a proposed decision which had been issued by Hearing Examiner Earl Kolb last February, the commission expressed hope that the restoration of St. Helens would result in a more active competition in the sale of coarse papers, bags and converting papers in 11 western states.

The commission's decision was 4-0, with one commissioner not participating.

■ This is the second instance in which the commission has attempted to dissolve a merger since the adoption of tighter anti-merger laws five years ago. In the first case, the commission found the merger of *Farm Journal* and *Country Gentleman* had substantially reduced competition among publishers of agricultural magazines. The commission conceded that the merger of the two publications could not be unscrambled, but it ordered *Farm Journal* to dispose of *Country Gentleman* mailing lists.

In its new order against Crown Zellerbach, the commission provided that the plan for disposing of St. Helens must result in the re-establishment of the company, with its resources intact, and ready to do business. While the commission agreed that Crown Zellerbach could remove improvements which it added to the property, the commission issued an order which prohibits the cutting or removal of any timber from lands acquired with St. Helens.

The merger, involving the exchange of St. Helens stock for Crown Zellerbach stock, took place in 1953. Lengthy hearings were held on the complaint, which FTC issued in February, 1954, with Crown Zellerbach arguing that FTC used too narrow a definition of "line of commerce" when it limited the case to competition in the sale of coarse paper lines. ☞

Snell Names St. Georges

Foster D. Snell Inc., New York, research and marketing organization, has named St. Georges & Keyes, New York, to handle its advertising. There is no former agency of record, although the company has advertised occasionally in the past. A campaign will break in newspapers and business and advertising publications in February stressing Snell's various services.

Times-Picayune States daily circulation in metropolitan New Orleans is 10% greater than the number of tv sets

Represented by
JANN & KELLEY, Inc.

**The Times-Picayune
NEW ORLEANS STATES**

North Carolina's

INTERURBIA



WHERE
DRUG SALES
ARE GREATER
THAN IN ANY OTHER
METROPOLITAN MARKET
IN THE TWO
CAROLINAS

**GREENSBORO-HIGH POINT-
WINSTON-SALEM**

(2 Stations)
Greensboro-High Point—Guilford County—Map
Location F-2
Winston-Salem—Forsyth County—Map
See RRDS consumer market map
ring of the State.

North Carolina's INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the entire Prosperous Piedmont is yours with WFMY-TV . . . where Drug Sales alone exceed \$81,712,000.

wfmy-tv

GREENSBORO, N. C.

Represented by
Harrington, Richter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Denver

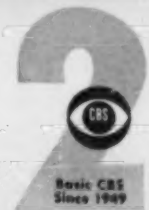


PHOTO REVIEW OF THE WEEK



Mermaiding—Participants in the eighth anniversary open house of the Trewax Co. in its new plant in Culver City, Cal., included Marilyn Barnett, who served as hostess dressed as the mermaid trademark of KBIG, Catalina; Jerry Fox, Trewax general manager; Stu Wilson, KBIG special events director, who broadcast from the scene, and Emil Reisman, Richard Meltzer Advertising Co., agency for the Trewax Co.



Promoter — Rita Mackay, Chicago model, sparks Polk Bros.' hi-fi promotion (AA, Dec. 16) as Miss Hi-Fi.



Whoops—The juggling act here proclaims "the introductory sales success" of General Mills' new muffin mixes—corn, raisin bran, date and orange—first put on the market last summer (AA, Aug. 26) and expected to achieve national distribution by March. The mixes are being promoted with a 6¢ coupon in each box (mix prices are 29¢ for corn, 33¢ for others) and in supplements, women's magazines and tv. The jugglers are Chuck Standen (right) of Tatham-Laird and Richard Kuska, GM's muffin mixes product manager.



Toot, toot—Dan Loden (left), account director, Van Sant, Dugdale & Co., and George Hankoff, eastern sales representative of Screen Gems, practice up on their railroading with a replica of the Cannonball Express. The miniature train is awarded contestants as part of the "Casey Jones" tv show sponsored by Wm. Schludberg-T. J. Kurdle Co., Baltimore, for its Esskay meat products.



Identification—A giant replica of a Cracker Jack box, large enough to hold 228,000 regular Cracker Jack packages, has been installed to identify the company's Chicago plant, coinciding with its 85th anniversary year. The sign was created by Federal Sign & Signal Corp.



Large-size—California Packing Co. uses a small boy (not in scale) in this picture promoting its new 20-oz. "family size" catsup bottle.



Elected—New officers and directors of the Tacoma Advertising Club include Robert Ross, Nalley's Inc., president; Gilbert Smith, Vivid-Tone Poster Co., vp; Kay Shinn, Condon Co., secretary; Robert Brewer, Universal Printing Co., treasurer; Francis Busby, KTNT-TV, past president, and directors Edward Garre, KMO; W. Redmayne, Vivid-Tone; Walter Finholm, Johnson-Cox Printing Co.; Gene Wagner, KTAC, and (not shown) Kirk Hull, North Pacific Printing Co., and Lee Merrill, Merrill Photography.



Celebration—Pictured at ceremonies during the dedication of A. C. Nielsen Ltd.'s new headquarters in Oxford, England (see photo of the building on Page 50), are A. C. Nielsen Sr., chairman; Dr. E. L. Lloyd, vice-chairman and managing director of Nielsen, and Lord Heyworth, chairman of Unilever Ltd.

12,000,000

**Families
read...**



EVERY WEEK!

P. S. Your advertising will be read by more people in This Week Magazine than in any other publication!

Department Store Sales ...

Yule Week Shows Ringing 31% Gain

WASHINGTON, Jan. 2—It was a very merry Christmas indeed for department stores during Christmas week—the week ending Dec. 28—with sales across the U. S. ringing up a resounding 31% gain over the similar week of 1956, according to the Federal Reserve Board.

Sales for the four weeks to that date were 5% ahead of the previous year and year-to-date sales were 1% ahead.

■ All 12 FRB districts showed gains as follows: Boston, 35%; New York, 34%; Philadelphia, 30%; Cleveland, 33%; Richmond, 37%; Atlanta, 29%; Chicago, 30%; St. Louis, 26%; Minneapolis, 33%; Kansas City, 26%; Dallas, 29%; and San Francisco, 34%.

Detailed breakdown of sales in these districts will be available next week. Meanwhile, the previous two weeks broke down as follows:

Federal Reserve District, Area, and City	% Change from '56	
	Week Ending Dec. 14	Dec. 21
UNITED STATES	r+2	+4
Boston District	+7	+2
Metropolitan Areas		
Boston.....	+8	+3
Downtown Boston.....	0	0
Suburban Boston.....	+23	+8
Cambridge.....	+13	+4
Quincy.....	+10	+7
Lowell.....	+8	-1
City		
Springfield.....	+4	-1
New York District	+4	+12
Metropolitan Areas		
Buffalo.....	-7	-6
New York-N.E.		
New Jersey.....	+5	+15
Newark.....	r+3	+4
New York.....	-9	+6
Rochester.....	r-1	-1
Syracuse.....	r+1	-3
Philadelphia District	+9	+8
Metropolitan Areas		
Wilmington.....	r+19	+14
Trenton.....	+2	+6
Lancaster.....	+14	-1
Philadelphia.....	+9	+10
Reading.....	+14	+1
Scranton.....	r+7	+4
Wilkes-Barre—Hazleton.....	+4	-1
Cleveland District	+5	r+7
Metropolitan Areas		
Lexington.....	+17	+3
Akron.....	+5	+2
Canton.....	+11	+4
Cincinnati.....	+3	+6
Cleveland.....	+5	+11
Downtown Cleveland.....	-5	0
Columbus.....	+6	+5
Springfield.....	-1	-4
Toledo.....	**	**
Erie.....	-7	-2
Pittsburgh.....	+7	+11
Wheeling-Steubenville.....	+10	+5
Richmond District	+8	+6
Metropolitan Areas		
Washington.....	+7	+5
Downtown Washington.....	r+3	+4
Baltimore.....	+11	+9
Downtown Baltimore.....	r+9	+8
Richmond.....	r+5	+4
Atlanta District	+6	r+2
Metropolitan Areas		
Birmingham.....	0	-5
Mobile.....	0	0
Jacksonville.....	0	**
Miami.....	+15	+4
Miami City.....	r+6	-3
Atlanta.....	+7	+5
Augusta.....	-4	-8
New Orleans.....	0	+2
Knoxville.....	-4	**
City		
Tampa.....	+29	+20
Chicago District	0	+1
Metropolitan Areas		
Chicago.....	-1	+1
Indianapolis.....	0	+4
Detroit.....	0	+2
Milwaukee.....	+1	0
St. Louis District	-1	+1
Metropolitan Areas		
Little Rock.....	-1	-1

Department Store Sales Barometer

Change from 1956

Week Ended Dec. 28, '57 **+31%**

Jan. 1, '57 to Dec. 28, '57 **+1%**

Louisville.....	+2	+3
St. Louis.....	0	+3
Memphis.....	-3	-7
Minneapolis District	r+3	+2
Metropolitan Areas		
Mpls.-St. Paul.....	+3	+2
Mpls. and Suburbs.....	+3	+3
St. Paul.....	+2	-1
Cities		
Duluth-Superior.....	r+10	+2
Kansas City District	-1	-2
Metropolitan Areas		
Denver.....	+5	+3
Topeka.....	-2	+1
Wichita.....	-7	0
St. Joseph.....	+2	-5
Albuquerque.....	+2	-3
Oklahoma City.....	-8	-5
Tulsa.....	-14	-10
Cities		
Joplin.....	-8	**
Kansas City.....	0	-6
Dallas District	-4	-3
Metropolitan Areas		
Dallas.....	-1	+2
El Paso.....	-1	-9
Fort Worth.....	-8	-7
Houston.....	-6	-5
San Antonio.....	6	-1
San Francisco District	-4	r-2

Metropolitan Areas		
Los Angeles-Long Beach.....	-6	-1
Downtown Los Angeles.....	-16	-8
Westside Los Angeles.....	-5	-2
Sacramento.....	+12	+11
San Diego.....	-11	-8
San Francisco-Oakland.....	0	-1
San Francisco City.....	-1	-4
Oakland.....	-9	9
Portland.....	-6	-4
Salt Lake City.....	-1	-3
Seattle.....	-6	-4

Spokane +8 +4
Tacoma -9 -13
*—Revised.
**—Data not available.

Ad Specialty Company Sold

Principal assets of Osborne-Kemper-Thomas, Cincinnati calendar and advertising specialty company, have been sold for \$2,500,000 to a newly formed Delaware corporation which will continue the business under its present name. The effective date of the sale is Feb. 28, 1958. Identity of the purchasers was not disclosed. The purchase includes a subsidiary, Henri Fayette Inc., Chicago greeting card manufacturer, but does not include OKT real estate in Cincinnati and several other subsidiary companies. These operations will continue under the name of Kemper Industries Inc.

Pratt to Doe-Anderson

Pratt Laboratories, Junction City, Ky., producer of feeds and

remedies for livestock and poultry, has named Doe-Anderson Advertising Agency, Louisville, to handle its advertising. The company recently moved from Hammond, Ind., where C. Franklin Brown Inc., Chicago, was its agency.

Okays WMFD-TV Sale

The Federal Communications Commission has approved purchase of a half interest in WMFD-TV, Wilmington, N.C., by Carolina Broadcasting System Inc., operator of WNCT-TV, Greenville, N.C. Hartwell Campbell has been named general manager of both stations. Claude O'Sheild is manager of WMFD.

Druding Joins Stone Corp.

Ted J. Druding, formerly assistant sales manager of York Container Co., has been appointed to the new position of sales promotion manager of Stone Container Corp., eastern division, Philadelphia.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS

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**MORE COVERAGE
MORE LISTENERS**
than any other full-time
station in Texas
**AT LESS COST
PER THOUSAND**

KRLD Radio
50,000 WATTS—CBS—DALLAS
ASK A BRANHAM MAN

Forthcoming Nielsen Coverage Study No. 3 to Include TV Only

CHICAGO, Jan. 2—A. C. Nielsen Co. will conduct its third survey of the potential audiences of television stations and networks this spring.

Nielsen Coverage Service No. 3 will be in the hands of subscribers by late summer, the research organization said. This survey will not include radio stations or networks.

Requests for updated information on the fast-changing tv scene indicated a new survey was needed, said vp John K. Churchill. "Our proposals were shown to the industry a few weeks ago," he said. "Within less than a month, more than enough dotted-line support was received."

NCS No. 3 will be similar to the 1952 and 1956 reports, though sample sizes will be increased. The re-

ports give circulation and coverage reports on individual stations, broken down by counties.

Field work on the report will take place in March and April, the company said. #

Knowles to Gonser & Gerber

Troy Knowles has been named manager of the business division of Gonser & Gerber, Chicago public relations consultant. Mr. Knowles previously was assistant to the chairman of the board of Helene Curtis Industries, where he handled the public relations programs of Helene Curtis and a group of other companies controlled by the same management.

Syvertsen Joins Maremont

E. T. Syvertsen has joined Maremont Automotive Products, Chicago, to head a new market development department. He formerly was general manager of the automotive replacement division of Thompson Products.



GLITTERING—Colored spotlights made this advertising "mobile" sparkle during the presentation to distributors of Electric Auto-Lite Co.'s plans for 1958 by D. B. Seem (left), ad vp. With Mr. Seem is J. P. Falvey, company president.

All-State Rep Opens

All-State Radio & Television Representatives has opened a mid-

western office at 5007 N. Hermitage Ave., Chicago. Barrett Martin is manager.

'Hidden Persuaders' Will Be Movie Next

HOLLYWOOD, Jan. 2—Now they're planning to make a movie out of "The Hidden Persuaders."

Plans for a comedy adaptation of Vance Packard's best-selling book on motivation research were announced here by Ed Gardner and Jerry Devine, two veteran broadcast writers, who have formed Gardner-Devine Productions.

Mr. Devine wrote and directed the radio show, "This Is Your FBI," for many years. Mr. Gardner, who wrote, produced and starred in "Duffy's Tavern," has been associated most recently with J. Walter Thompson Co. as a tv copywriter. He left Thompson's New York office in October. He had been working on a contract basis. #

Johnson Publishing Elects Grayson, Jeffries VPs

Johnson Publishing Co., Chicago, has named William P. Grayson and LeRoy W. Jeffries vps of the company. Mr. Grayson and Mr. Jeffries, eastern and midwestern advertising managers, respectively, of *Ebony*, *Tan*, *Jet* and *Hue*, become the first two executives appointed to corporate management positions



William P. Grayson



LeRoy W. Jeffries

outside the Johnson family in the company's 15-year history.

Mr. Grayson, located in the New York office, has been with Johnson 10 years. Mr. Jeffries, in the Chicago office, has been with the company eight years.

Dage Names Taylor-Chalmers

Dage Television division of Thompson Products Inc., Cleveland, has appointed Taylor-Chalmers Advertising, Michigan City, Ind., to handle its advertising. The division makes closed circuit tv systems for schools, hospitals, department stores, railroads and heavy industry.



A FAMOUS AND USEFUL SENTENCE, that — because it contains all the letters of the alphabet, carefully assembled into a few well-edited words.

In BROADCASTING Magazine, too, you'll find everything from A to Z . . . everything that's timely and pertinent about today's swiftly moving television and radio business. It's skilfully edited, likewise, for quick and informative reading—ungarnished by fancy artwork and layout camouflage, undiluted by generalities and superficial comment.

Key to the sustained editorial vigor of BROADCASTING is found among the largest group of alert brown foxes in the whole realm of television and radio reporting. Backed by 26 years of experience in covering, correlating — and promptly documenting — the growth of TV and radio, they are also far-&-away the largest editorial staff in the field. Working from five news-gathering offices in the U. S. and Canada, this

group compacts each week's TV-radio happenings into approximately 350 stories and 80,000 words per issue of BROADCASTING.

No other publication approaches such comprehensive and usefully cogent reporting. It gives BROADCASTING a clear-cut leadership as *THE* journal of electronic media . . . leadership reflected in more PAID circulation (as verified by the Audit Bureau of Circulations)* than the next three TV-radio publications together. In turn, this reader preference (i.e., people pay only for what they want) has won advertising dominance for BROADCASTING as well. It's measurable, again, by more advertising pages annually than appear in the next three TV-radio journals combined.

You might put it this way: in television and radio coverage, there is BROADCASTING Magazine. Then there are only the others.

*The only ABC member in its field, BROADCASTING's total PAID circulation averaged 18,428 copies on the last six-month ABC statement. Of these, incidentally, 5,053 went to agency-advertiser readers.



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

If You're In Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!



Electronics purchases by the military during 1957 should reach a whopping \$3.9 billion. Smaller producers of electronic specialty items will be in a stronger position this year for they will deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronics field.

10,000 primary defense buyers and sub-contractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications And Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:



OFFICIAL JOURNAL OF AFCEA
Wm. C. Copp & Associates
72 West 45th St., New York 36, N. Y.



Don't miss the big parade in Bridgeport

Beauty surrounding an historic figure sets the theme for Bridgeport's Barnum Festival parade.

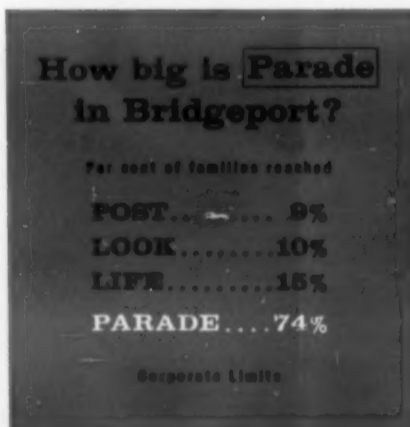
Take a minute to get a good look at Connecticut's second largest city—Bridgeport. It's fast becoming one of the East's major industrial centers.

Let's start with population. Up 22.3% in the past ten years— compared to the U. S. total of 18.8%. Buying power is up, too—a very healthy 204%, compared to the U. S. total of 88.4%. And retail sales are on the upswing—have risen nearly 40% in the past ten years.

Since 1953, over \$55 million has been spent on new plant construction here by such companies as Norden Laboratories, General Electric, Bridgeport Brass, Northeastern Steel and Sikorsky Aircraft. Besides industrial expansion, there's also been a big boom in commercial building. Travelers Insurance and Remington Arms, for example, have put up new office buildings. Kresge and the Davidson store have built new headquarters in Bridgeport.

If you want your share of the big boom in Bridgeport, PARADE and The Bridgeport Post will give it to you. Each Sunday they call on three out of every four homes in town. Each Monday they begin to move goods off dealers' shelves.

PARADE... The Sunday Magazine section of 59 fine newspapers covering some 2800 markets...with more than 18 million readers every week.



Represented nationally by Moloney, Ryan & Schmitt, Inc.



SILENT—No copy has been used in this outdoor poster showing packages only for Dominion Dairies' Instant Nu-Milk. The idea is to get package identification for the relatively new brand, according to the Mount Royal, Que., company. The campaign consists of showings in Toronto, Ottawa and Montreal coupled with saturation radio. Schneider, Cardon Ltd., Montreal, is the agency.

Borden to Push Chemical Products at Trade Shows

New York, Dec. 31—The consumer products department of the Borden Co.'s chemical division will begin its 1958 promotional activities in February on the West Coast.

Displays featuring Borden's full line of adhesives, vinyl garden hoses and sprinklers, and Borden's 38, a high nitrogen ureaform fertilizer, will be featured at three conventions and exhibits during the month. Borden also will exhibit at shows in Los Angeles in March, and Oakland, Cal., in October.

Highlight of the company's 1958 national campaign will be a Borden's garden festival, scheduled for May 24 through June 21. During this month-long promotion, which will be advertised in magazines, a \$1 canister of Borden's 38

will be given free to purchasers of 50' or more of the company's Resinite hoses and sprinklers.

Fuller & Smith & Ross is the agency. #

Latrobe Steel Adds Unit

Latrobe Steel Co., Latrobe, Pa., has established a new marketing department. John L. Wandrisco, formerly manager of the company's special products division, has been named manager of marketing and will head the new department. Robert A. Ferguson, formerly sales manager of the special products division, has been appointed manager of sales promotion.

Ryan to Aid Parks

John J. Ryan, Army Times Publishing Co. market consultant, has taken a leave of absence to act as consultant to Maj. Gen. Harlan C. Parks, head of Army-Air Force PX system. Mr. Ryan is expected to rejoin Army Times about April 1.



HARDWARING

NOW, You Get Better

MODERN

HARDWARE WHOLESALE DISTRIBUTION!
WHOLESALE SALES EFFORT!
RETAIL OUTLET COVERAGE!
with
FRANCHISE CIRCULATION
MODERN HARDWARING
REACHES ALL IMPORTANT RETAIL
OUTLETS SELLING HARDWARE

★ Hardware Wholesalers

- | | |
|----------------------|--------------------------|
| ★ Hardware Retailers | ★ Garden Shops |
| ★ Lumber Yards | ★ Farm Implement Dealers |
| ★ Department Stores | ★ Automotive Stores |
| ★ General Stores | ★ Grain Elevators |

with **MODERN HARDWARING** you reach
all retail outlets selling hardware

MODERN HARDWARING is the only Hardware publication with Franchise Circulation! Each retail outlet is checked by the Franchised Hardware Wholesalers' 1200 salesmen for sales volume and credit responsibility. These are the "blue-chip" accounts you want to sell.

MODERN HARDWARING

Edward B. Pope
Vice President & General Sales Manager
130 East 44th Street, New York 17, N. Y.
Oxford 7-8715

Harold Bauman
130 East 44th St.
New York 17, N. Y.
Oxford 7-8715

Russell B. Smith
205 W. Wacker Drive
Chicago 6, Ill.
Dearborn 2-5091

Keith Evans & Associates
3723 Wilshire Blvd.
Los Angeles 5, Cal.
Dunkirk 8-2981

Coning Conventions

Jan. 14. Advertising and Sales Club of Toronto, 12th annual Sales Management Conference, Royal York Hotel, Toronto.

Jan. 17-18. Midwestern Advertising Agency Network, Bismark Hotel, Chicago.

Jan. 17-19. Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 20-22. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Feb. 19-21. Continental Advertising Agency Network, annual convention, Hotel Warwick, Philadelphia.

Feb. 21-22. Northwest Daily Press Assn., 39th annual meeting, Hotel Radisson, Minneapolis.

Feb. 23-25. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

March 3-4. New England Newspaper Advertising Executives Assn., winter meeting, University Club, Boston.

March 9-16. Assn. of Railroad Advertising Managers, Mayflower Hotel, Washington, D. C.

March 27. Associated Business Publications, annual eastern conference, Hotel Roosevelt, New York.

April 16-17. Point-of-Purchase Advertising Institute, Hotel Sheraton-Astor, New York.

April 17. University of Michigan, 8th annual advertising conference, sponsored by the departments of journalism and art and the school of business administration, in Ann Arbor.

April 22-24. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 24-26. Advertising Federation of America, 4th District, The Floridian, Tampa.

April 24-26. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1. National Assn. of Broadcasters, Biltmore and Statler Hotels, Los Angeles.

April 30-May 2. Sales Promotion Executives Assn., first national convention, Hotel Roosevelt, New York.

May 4-7. National Newspaper Promotion Assn., national convention, Penn-Sheraton Hotel, Pittsburgh.

May 5-7. Assn. of Canadian Advertisers, annual meeting, Royal York Hotel, Toronto.

May 25-28. Associated Business Publications, spring conference, The Homestead, Hot Springs, Va.

May 25-29. National Business Publications, annual spring meeting, Grove Park Inn, Asheville, N. C.

June 3-6. National Industrial Advertisers Assn., annual convention, Chase-Park Plaza Hotel, St. Louis.

June 8-11. Advertising Federation of America, 54th annual convention, Hilton-Statler Hotel, Dallas.

June 9-11. Assn. of National Advertisers, spring meeting, Drake Hotel, Chicago.

June 22-26. Advertising Assn. of the West, 55th annual convention, Vancouver, B. C.

June 24-26. American Marketing Assn., annual convention, Harvard School of Business Administration, Boston.

June 29-July 2. Newspaper Advertising Executives Assn., summer meeting, The Broadmoor, Colorado Springs, Colo.

Aug. 13-14. 3rd Annual Circulation Seminar for Business Publications, Edgewater Beach Hotel, Chicago.

Sept. 10-12. Direct Mail Advertising Assn., 41st annual convention, Chase-Park Plaza, St. Louis.

Oct. 5-9. Outdoor Advertising Assn. of America, Hotel Sherman, Chicago.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 23-24. Audit Bureau of Circulations, 44th annual meeting, Drake Hotel, Chicago.

Jenkins Joins Shockey

Robert A. Jenkins, former president of Jenkins-Sanford Associates, New York, has joined Ralf Shockey & Associates Inc., New York merchandising and sales promotion company, as an account executive.

Dundes & Frank Adds One

The Roquefort Assn. has appointed Dundes & Frank, New York, to handle its advertising account. George Gero Advertising is the previous agency.

Reiner to Open Building

S. Jay Reiner Co., contest and merchandising organization, will move from Garden City, N.Y., into its own building in Mineola, N.Y., early in 1958.

Carpenter Joins Stevens

Mel C. Carpenter, formerly general manager of C. E. Stevens Co., has been named advertising assistant of Georgia-Pacific Corp., Portland, Ore.

Mainguy Joins Knipschild

Roy Knipschild & Co., Chicago, sales promotion specialist, has appointed Neville Mainguy creative director. Mr. Mainguy formerly was copy director of Waldie & Briggs.

Reisenbach Joins TD Inc.

Sanford Reisenbach, formerly of Dancer-Fitzgerald-Sample, has joined Transportation Displays Inc., New York, in an executive capacity.

Kirshner Joins Pilot

William N. Kirshner, formerly with Fred A. Niles Productions, Chicago, has joined Pilot Productions, also Chicago, as director of sales promotion.

Mary Wells Joins DDB

Mary Wells, formerly with C. J. LaRoche & Co. and McCann-Erickson, has joined Doyle Dane Bernbach Inc., New York, as a copy supervisor.

Agricultura de las Américas

REACHES THE RICHEST FARMERS IN THE WORLD

The important ranchers and planters of Latin America

Hundreds of manufacturers—who at one time confined their promotion to U. S. farmers—are making big sales in the booming farm markets of Mexico, Central and South America. They rely on *Agricultura*, because it delivers the leading audited on-the-farm circulation . . . stresses U. S. products . . . demonstrates the latest and best in farming methods.

WRITE FOR MARKET AND MEDIA FOLDER

Agricultura de las Américas

The Magazine of Modern Farming for Latin America
1014 WYANDOTTE ST., KANSAS CITY 5, MO.



IN INDIANAPOLIS

they Buy More because they Have More!

● You'll find big, booming Indianapolis a mighty slick market for everything from sleds to slacks! Here are the cold facts: Department store and general merchandise sales are each way above the national average—55.4% and 79.4% respectively.* And average annual income per family is a cool \$6,882!† Yes, the selling weather's brisk in Indianapolis . . . just right for coasting to new records. Write for complete market and circulation data.

One of America's largest, richest markets . . . where your advertising message can be delivered 385,000 times each day by two of America's greatest newspapers.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*1954 Census of Business and Retail Trade
†Sales Management Survey of Buying Power, 1957

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



Australian TV Was Held Back in First Year by High Cost of Receivers

SYDNEY, Dec. 31—Australian tv has recently celebrated its first birthday. No greater respect has ever been afforded a one-year-old. Started in November, 1956, the present Australian stations cover Sydney (2,000,000) and Melbourne (1,705,000). They comprise four commercial stations and a national (government) station operating in both Melbourne and Sydney.

The four commercial stations (two in Melbourne and two in Sydney) chalked up an impressive record despite high costs during the first year. They are now on the air for an average of six hours per day. As yet, little telecasting has been undertaken outside regular evening hours, although all stations have some form of afternoon programming at least one day per week. One station has commenced telecasting Saturday morning breakfast sessions.

Cost has been a bugbear since the inception. From the consumer point of view, the average 17" set runs in the vicinity of \$450. The rub is that the equivalent of 450 U.S. dollars requires approximately twice as much effort to earn in Australia as in the U.S.

Added to these costs are installation, insurance and other allied expenses, plus a license fee. This compulsory license fee (\$10) is charged annually by the Australian government to help finance the national station. Taken over-all therefore, the cost for an Australian to install a tv set in his home represents an outlay comparable to a U.S. buyer having to foot the bill for approximately \$1,000.

Prospective sponsors in 1956 were confronted with this thought, plus the resulting problem of limited audience. Nevertheless, more than half the initial operating time of stations was sponsored, and the faith and courage of the brave who ventured is now being rewarded. Subsequently, of course, more and more advertisers began using the medium, and today the majority of programs are sponsored.

But then there's the other angle of cost—operation costs for the stations concerned. Sir Arthur Warner, chairman of Electronics Industries, one of the largest and oldest manufacturers of tv receivers in Australia, estimates that not one of the Australian commercial stations had costs of less than \$300,000 in the first year. Furthermore, it has cost them \$100,000 a month for programs, depreciation and similar expenses.

On the other side of the ledger is the fact that Australia has been able to benefit from the experience of Britain and the U.S. in the tv field. One direct benefit gained was the standardization of a 625-line system. Another is that British—and to some extent American—features have been procured for release.

Purchases from U.S. sources were severely limited by dollar control, but this position is now easing slightly. Among the better

known U.S. programs telecast in Australia are "I Love Lucy," "Steve Allen Show," "Dragnet," "Disneyland," "Perry Como Show," "Life of Riley," "Alfred Hitchcock Presents," "Mickey Mouse Club," "Father Knows Best," "San Francisco Beat," "Highway Patrol," "Four Star Playhouse," "Victory at Sea," "Kraft Theater" and similar films, plays and old movies.

The standard of Australian tv artists and programs has been complimented repeatedly by visiting American and British executives—particularly for coverage afforded sporting events. The Olympic Games obviously were a perfect fillip for the introduction of tv in Melbourne, and stations did not let the viewing public down. Coverage was excellent and resulted in favorable comment from all quarters.

Telecasting golf tournaments was infinitely easier and drew the remark from one visiting professional that he had not seen better

coverage in any part of the world. But the true test came with Australian rules football. This is a fast spectacular game with 18 men representing a team. The average oval on which it is played has a 440-yard circumference, and the ball can be kicked up to 70 yards. The big point is that it is never stationary. It can move from one end of the ground to the other in a matter of seconds. It can be in the air or on the turf. It can be marked (i.e., caught) by a player, or kicked along the ground.

In other words, anticipating play on a camera is well nigh impossible. The director and camera crews

must continually be on the ball and players. Despite all these requirements, telecasting of Australian rules football has been an outstanding success, with the game gaining immeasurably from it.

The future of tv in Australia is unlimited. It is anticipated that 160,000 licenses will have been issued in Melbourne and Sydney by the end of 1957, representing an audience of some 480,000. This surpasses the anticipated increase and has been used as a basis to forecast a potential audience of 3,000,000 within five-six years. By that time, tv services should be well es-

How the National Turkey

TURKEY is good... and so good for you ... economical, too!

Highest in PROTEIN
Low in CALORIES

Beware of OBESITY

Use coupon to order FREE BOOK OF FACTS

Use coupon to order FREE BOOK OF FACTS

Use coupon to order FREE BOOK OF FACTS

For Highest Protein and Low Fat Content it's TURKEY

Make Turkey a Best Seller During "Midsummer TURKEY Time" JULY 26 - AUGUST 5

More fun than a PICNIC to sell Turkeys in Summertime!

Turkey is a summertime treat your customers will go for. Highest in protein and low in fat, turkey is an excellent warm-weather food. Whole or cut up, turkey can be fried, broiled, barbecued or roasted just like other meat.

There's a size to suit every summertime occasion: big birds for church, club, business and community outings, smaller birds for home meals, family picnics and patio barbecues. Sell turkey by the piece or by the whole bird. The new crop is now in season. Small fry-roaster turkeys are especially low in price right now.

NATIONAL TURKEY FEDERATION Mount Morris, Illinois

Use coupon to order FREE BOOK OF FACTS

Use coupon to order FREE BOOK OF FACTS

Use coupon to order FREE BOOK OF FACTS

Before You Buy Negro or Spanish RADIO IN NEW YORK call WWRL DE 5-1600

All good selling is specialized ... and nothing specializes like the business press

tablished in the other capital cities—Brisbane, Adelaide, Perth and Hobart. One-third of the Australian population could then be viewers.

In order to draw a comparison, the present position is that 15% of homes within range of tv stations in Melbourne and Sydney have sets. This contrasts with 85% in comparable areas of America.

One point at issue now that the public has become tv conscious is the old controversy of film versus live programs. Initially, programs were invariably film, but following the introduction of a greater percentage of live telecasting, the

clamor is to step up the live content still further. As in all countries, the public prefers live local artists to imported filmed presentations. Much the same position applies to commercials. A local sales pitch is preferred to an imported.

■ Apart from patriotism, this is not difficult to understand. The use of overseas recorded commercials is virtually banned under existing regulations owing to pressure brought to bear by entities such as Actors' Equity. Additionally, the Australian voice is preferred in the main to others—on the grounds of sincerity and conviction.

One seeming anomaly of tv's introduction has been the increase in the use of radio by Australian advertisers. Practically every station in Melbourne and Sydney (where tv is now entrenched) reported profits of record proportions during 1957. Analysis reveals that tv has thus tapped a share of the advertising budget which previously had not been exploited fully. It shows further that advertising in Australia is shaping a pattern that could mean record incomes for all advertising media in the future.

Thus the Australian tv scene develops. Color tv appears to be a decade away, but whatever trans-

pires, activity on the tv front will increase with a constantly larger share of American programs being introduced to Australian viewers. It is hoped in turn that more programs of Australian origin will be shown in the U.S. and that Australian artists will eventually become true identities on the American scene. #

D'Arcy Resigns Two

D'Arcy Advertising Co., Cleveland, has resigned the accounts of O. Ames Co., maker of Ames-Maid housewares, and Parkersburg Rig & Reel Co., both of Parkersburg, W. Va., effective Feb. 1.

End Use in Ads of 'Imperial Quart.' Court Tells Brewer

HARTFORD, Dec. 31—Narragansett Brewing Co., of Cranston, R.I., will abide by a Connecticut food and drug commission request to stop advertising its large size bottle of Narragansett beer as a "giant imperial quart."

The imperial quart—used, for example, in Canada—contains 38 oz., as compared to the standard U.S. measure of 32 oz.

"It is better to use the standard American quart designation, so there will be no misconception as to size," the commission said.

Hereafter the bottle will be referred to only as an "imperial bottle," with the word "quart" eliminated.

Cunningham & Walsh is the Narragansett agency. #

Tensolite Wire Names Ad Manager and Agency

Edward H. Caroe, formerly a member of the advertising department of Union Carbide Corp.'s Silicone division, has been appointed advertising manager of Tensolite Insulated Wire Co., Tarrytown, N. Y.

Muller, Jordan & Herrick, New York, has been appointed to handle advertising for Tensolite, which produces high-temperature electronic wire, magnet wire, coaxial cable, air frame wire and multi-conductors.

ABC Adds Affiliates

KSHO-TV, Las Vegas, Nev., has affiliated with ABC Television as a primary affiliate. The station, formerly an independent, replaces KLRJ, Henderson, Nev., as the ABC outlet in the Las Vegas area. WLBR-TV, Lebanon, Pa., also has affiliated with ABC-TV. The station is part of the Triangle Publications group. WTXL, Springfield, Mass., an independent radio station since its inception in 1949, has affiliated with ABC Radio. WTXL replaces WSPR as ABC's Springfield affiliate.

Sears Appoints Doner

Sears, Roebuck & Co. has appointed W. B. Doner & Co., Baltimore, to handle radio, television and transportation advertising for Sears' stores in the Baltimore area.

Federation uses businesspapers to build year 'round sales



M. C. SMALL, Executive Secretary-Treasurer National Turkey Federation

OBJECTIVES: While everyone appreciates turkey at holiday time, emphasis was placed on building increased sales for everyday use throughout the year. The National Turkey Federation planned this businesspaper campaign to stimulate year 'round use of turkey as a healthful, economical, popular food for home and restaurant, school lunch room, hospital service, and other mass feeding institutions.

Each ad, adapted to the season, played up the new findings by nutritional experts at Cornell University of turkey's important place in the diet. Dealers were encouraged to promote turkey's high protein and low calorie content as well as being a most delicious and popular meat.

SCHEDULE: Two-color spreads and page insertions were used in 17 merchandising, institutional and professional publications.

RESULTS: "Total results of the 1956 Eat-More-Turkey promotion campaign were excellent. Turkey consumption was 125-150 million pounds more than in 1955, for a gain of nearly 20 per cent.

"For the twelfth consecutive year, businesspaper advertising has been the backbone of the Eat-More-Turkey promotion campaign. During that time, sales of turkey have shown a greater percentage gain than any other poultry or red meat. Our 1956 businesspaper campaign brought in more than 2,000 inquiries within the first ninety days. In our judgment, concentrating approximately two-thirds of our total appropriation in businesspapers and related literature and merchandising aids is the logical approach to our objectives. To have attempted to do the job through consumer media with our limited budget would have been impossible."

AGENCY: David W. Evans & Associates

THE ASSOCIATED BUSINESS PUBLICATIONS

"Businesspapers . . . The Working Press." This booklet spells out the function of the business press in today's economy. Shows intensified use of the medium by American business men . . . and illustrates effective use of businesspaper advertising pages. Sequel to such famous ABP "best sellers" as "Tell All" and "Copy That Clicks." Ask ABP—or any ABP member—for your copy.

• **LOOK FOR THESE SYMBOLS OF WANTEDNESS:** They identify members of the Associated Business Publications . . . leading businesspapers, working together to give their readers—and their advertisers—more for their money!



205 East 42nd St., New York 17, N. Y. • 201 North Wells St., Chicago 6, Ill. • 925 15th St., N. W., Washington 5, D. C.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution



Barney Kingston Merchandising Director Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming \$9 1/2 billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 48 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 34-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from \$250,000 to more than \$12 1/2 million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. A 221, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

How One Agency Handles That 'Cut Cost' Problem

To the Editor: For several years I have shared Stephen Baur's viewpoints (AA, Dec. 16) regard-

ing a small number of trade publications which continuously ask for cut charges before using a photograph or even a good, pertinent, newsworthy and timely and short

news item.

I do the obvious thing and drop them from any mailing list they happen to be on. Next I send them a courteous note explaining they would henceforth receive no news releases concerning the particular client, give them the name of the agency's media buyer and send copies of the letter to the account supervisor and the client.

This small segment of an otherwise large, important and ethical group of magazines really should come under the heading of mail order catalogs.

I have often "gone to bat" for a young or new publication when I've known it was having tough sledding getting started, but that's nothing to do with the above.

Frazier E. Nounnan,

Publicity, Gourfain-Loeff Inc., Chicago.

business books for the industry, and only recently had published "The Man Who Made General Motors." It will interest your readers of the Buick story of the early struggle of David Buick, who was a local plumber in Flint, who first fussed around with a marine engine and finally found a way of hooking it up in a crude way so that it would propel "something" that did not have a horse in front of it.

I tell all this in one paragraph, but it took Buick years to make the progress mentioned, and finally got disgusted with the early trials, and could not get a buyer for the blueprints, the sample car so called, and everything that went with it, when he asked \$1,800.

It is lucky that Buick could not find a buyer, for later, when Jackson and Bay City could not raise enough money to start a plant, Flint finally came across with \$100,000 and got the plum. And Flint made Buick, and Buick made Flint. And now, gentlemen of the Fourth Estate, watch Buick come back.

J. H. Newmark,
Miami Beach.

DeMotte Solves Research Problems with Great Ease

To the Editor: Several of my friends did some research Sunday, Dec. 22, from 6 to 7 p.m. Their object was to check radio and tv preferences during that hour, and they accomplished this by phoning people at random in the Manhattan and Brooklyn telephone books.

Frankly, I prompted this project in order to get some idea of the listenership of my program, the DeMotte Concert Hall, which is heard in New York over WNCN-FM every Sunday from 6 to 8 p.m., and in New England through the facilities of the other stations of The Concert Network.

My program consists of classical music and commentary (which I write and speak) and includes interviews with well-known musicians. The program has a commercial format, with seven or eight one-minute commercial or public-service announcements during the two-hour period. I also write and deliver these commercials.

The phone check was conducted simply. Persons who answered their phones were asked if they own radio or tv or both. If radio, AM or FM or both? If they indicated ownership of any of these, they were asked if they were view-

ing tv or listening to radio at that moment. If radio, AM or FM? If radio or tv, what program? If listening or viewing, how many persons? How many children?

As not everyone was at home, it was necessary to call 12.2 numbers for every ten persons interviewed. People were very cooperative.

Only 11.5% of those contacted were without either radio or tv. 83% had tv. 87% had radio, 81% had both. FM owners comprised 52% of all or 59.6% of radio owners.

43.4% of tv homes, or 36% of all, were watching. 26.4% of programs being watched were children's. Each set averaged 2.2 viewers.

16.5% of all, or 19% of radio owners, were listening to AM.

58.6% of FM owners, or 34.4% of radio owners, or 30.5% of all, were listening to FM. Each radio set, AM and FM, averaged 2.4 listeners.

In 4% of all homes, tv and radio both were on, tv being watched by children.

24.5% of FM listeners, or 14.4% of FM owners, or 7.5% of all, were tuned in to my program. My guest that evening was Joseph Szigeti, the great violinist.

Perhaps the results were due to the dinner hour. People do like good music with their meals, and watching television can be inconvenient when dining. Regardless of the reason, the fact remains that more people were listening to radio than were watching tv during this hour. And the programs they were listening to were definitely adult in character—and just as definitely low-budget. There should be a lesson here for broadcasters and advertisers.

Warren De Motte,
New York.

Tracy Samuels Stays on Staff of DCS&S

To the Editor: You put me on the staff of Sullivan, Stauffer, Colwell & Bayles instead of Doherty, Clifford, Steers & Shenfield, in the Dec. 2 photo roundup of the Four A's.

I would have let it go at that but my Christmas mail is beginning to carry a number of references to what seems an unannounced change in my business life.

"Does this mean anything new in your life, or are four-letter agencies becoming as interchangeable as four-letter words?" one friend wants to know.


I guess you'd better clear up the

Remarkable Rockford

- ★ 31st in the nation in spendable income per household!
- ★ 2nd largest machine tool center in the world!
- ★ 11th in the nation in postal savings!

Remarkable Rockford, Illinois is a market that can mean real profits for you. It is a growing industrial community . . . surrounded by a rich agricultural area. For full details write for new FACTS BOOK!

A rich 13 county market of half a million people . . . covered completely by one media



AT THE TOP IN ILLINOIS

ROCKFORD MORNING STAR
Rockford Register-Republic

Veteran Recalls Buick's Early Struggle

To the Editor: The Buick resume in the Dec. 23 issue of ADVERTISING AGE is a splendid job well done, and I congratulate you. Other organizations, aside from the automobile industry, will profit by it.

Smugness in business is a dangerous thing, and the surprise is that it happened to an important unit of the mighty General Motors. Buick will snap back, of that there is no doubt, but what happened is an example for others to be on the watch.

I am well acquainted with the early years of General Motors, and was a cub in the sales and advertising departments of Oldsmobile as early as 1906. I wrote the first

COUNTY-STATE-NEWSPAPER	FAMILIES	MORNING	EVENING	SUNDAY
ALTAUGA ALA	4,000			
BIRMINGHAM NEWS P M		30	48	291
MONTGOMERY ADV JNL		1,342	33.6	847
BALDWIN ALA	13,800			
BIRMINGHAM NEWS P M		177		44
MOBILE PRESS REGISTER				265
MONTGOMERY ADV JNL				84.2
N Y NEWS				6,706
N Y TIME				106
PENSACOLA				74
HARBOR ATLANTA				40
BIRMINGHAM				375
COLUMBIA				351
DOTHAN				281
MONTGOMERY				1,116
N Y NEWS				543
PIBB BIRMINGHAM				1,503
TUSCALOOSA				37
BLOUNT BIRMINGHAM				1,302
GADSDEN				241
BALLOCK ATLANTA CON				68
BIRMINGHAM				70
COLUMBUS L				44
MONTGOMERY				4,045
N Y NEWS				32
BUTLER ATLANTA CON				46
BIRMINGHAM				309
MOBILE PRESS				189
MONTGOMERY AD				2,720
CALHOUN ALA				17,375
ANNISTON STAR				1,246
ATLANTA CONST				4,108
BIRMINGHAM NEWS				296
GADSDEN TIMES				58
N Y MIRROR				243
N Y NEWS				72
N Y TIMES				
CHAMBERS ALA	4,500			
ATLANTA CONSTITUTION		775	8.2	1,814
BIRMINGHAM NEWS P M		110	1.2	1,209
COLUMBUS LEDGER ENQUI		1,305	13.7	97

MEDIA BUYERS! MOST COMPLETE CIRCULATION DATA NEWSPAPER CIRCULATION BY COUNTIES

This 521 page book gives you the most complete newspaper data available at the county level for all of 3,072 counties in the U. S. Covers 957 A.B.C. and 668 non-A.B.C. newspaper circulation a.m., p.m., and Sunday. Details county circulation and ratio of these circulations to families in each county. Based on most current information available November 15, 1957. Complete publication \$95.00. Special prices for two or more copies. Also information on individual states available.

WILMOTTE RESEARCH TABULATING, Inc.
a division of Workman Service, Inc.
320 N. Dearborn St., Chicago 10, Ill.
Whitehall 4-6255
New York, Oregon 4-5966
Minneapolis, Federal 9-0544
Los Angeles, Trinity 9883

* 我们欢迎尔来

This gentleman is from the Orient—Tientsin, to be exact. An estimable person, and he wonders whether we could open a plant in the Far East. Said he, "Your McGrath engravings are of surpassing quality. *We would welcome them in our country."

T. F. McGrath
and Associates
PHOTO ENGRAVINGS
DAY AND NIGHT SERVICE
160 E. Illinois Street
Chicago 11, Illinois
Telephone: DElaware 7-5142

There is this to add: "McGrath for engravings" is quite a popular directive. Color as well as black and white, both good—really good!



matter.
I'm at DCS&S and have every intention of staying here.
(Miss) Tracy Samuels,
Doherty, Clifford, Steers & Shenfield Inc., New York.

Agency Man Safe: Dog a Help in Client Product Test

To the Editor: I own a dog named Rocky, after the road to success in advertising. All of his eight years Rocky has lived almost exclusively on Pard dog food, re-buffing every attempt to provide his diet with variety.

A week ago, when Roche, Williams & Cleary and U. S. Advertising were about to get together, it seemed appropriate to try out Wilson & Co. Ideal dog food, a U. S. account. I bought half a dozen cans, figuring to make an in-depth test, against starvation if necessary.

I placed Rocky's first dish of Ideal on the Dec. 16 issue of AA which told how Grey's Fatt fell into the fire when he confessed to using a toothpaste other than Koly-nos. The dog sniffed the Ideal and walked gingerly around AA a couple of times. Then he fairly bolted down the food, licking his lips appreciatively.

Same way every day afterward. On Christmas Day we had run out of Ideal and Mama tried to substitute a can of Pard which was still around the house. Rocky sniffed it once and walked away. Couldn't get him near it after that. Late in the day he compromised on turkey with gravy. Probably Wilson & Co. turkey.

M. F. Williamson,
Vice-President, Roche, Williams & Cleary, Chicago.

Make Truth Attractive, But Stick to Truth in Ads

To the Editor: I want to thank you for this opportunity to sound off a little about misleading ads and advertising that is in bad taste! First, however, I'd like to shout a hearty "hear, hear" in favor of your "Advertising We Can Do Without" feature. In my opinion, it serves the same very useful purpose as does your "Eye and Ear" column in another field. Unfortunately, those who create "shock" copy and utilize artwork that is obviously in bad taste are only substituting "the easy way out" for the use of grey matter!

Since all of my professional ad-making experience has been in the field of motion pictures and television (with a year or so writing radio blurbs) I'd like to put a bug in your ear.

It's a big, fat, noisome bug and, if it ever gets together with the opposite sex of its kind there will be a lotta trouble breeding.

May I begin with a sweeping generalization?

To wit: NO BUSINESS THAT IS BUILT ON MISLEADING ADVERTISING WILL LONG ENDURE.

Today the motion picture business is dying on a thousand far-flung theater screens.

For many reasons it cannot compete with television.

I believe that one of these reasons is the abominable record of lies-in-advertising that has been racked up by the motion picture business.

The unsupported and unsupportable BIG CLAIM.

The superfluous superlatives.
The out-and-out misrepresentation of plot content.

The willingness to play on man's basest emotions through the use of double-entendre in copy and re-touched art.

Of course we both could go on and on.

And we could document every argument merely by turning to the motion picture section of any daily newspaper.

However, this is not my intent.

What I would like to accomplish is the relation of this sad record of motion picture BADvertising to the field of ADVterISE-ing in television!

(I know that I've stooped to a trick . . . but I think the trick proves a point.)

We in television advertising, whether it be on the national network side, on the local station level, in the agency or (as in my case) with a syndicator-distributor of film, MUST daily remind ourselves of the TRUST we hold. And we must hold it dear.

What a great challenge it is, too! The challenge?

Why merely to tell the truth attractively!

But, above all, to tell the truth.

Because, if we don't . . . just as sure as ADVERTISING AGE is the premiere publication in its field . . . television will go the way of motion pictures and some day lie mired in the quicksand of its own making—where a big sign reads:

"DANGER . . . STAY AWAY . . . THIS IS NOT WHAT IT IS AD-

VERTISED TO BE!"
Robert I. Holt,
Advertising Manager, Gross-Krasne Inc., Hollywood, Cal.

Note to Libby on Satellite Saucer Offer

To the Editor: Enclosed is a clipping from the Dec. 23 issue of AA. This satellite launcher looks a great deal like the Ideal Toy's launcher that sells in any discount house for \$2.88.

Maybe Libby's people ought to look into this . . . cuz this ain't no deal!

Larry Rothman,
Gateway Advertising Co., Clairton, Pa.

Cites Confusion Between 'Convince' and 'Persuade'

To the Editor: "It was the dealers, primarily, who convinced top brass to play up two main points in future ads . . ." (AA, Dec. 16, Page 46).

Please, not "convinced":—persuaded!

You do not convince somebody to do something; you persuade him.
You may, though, convince top brass that it should, etc.

Reason I am devoting time and stationery to this letting down of our noble language is that I have spotted it recently both in Time magazine and the New York Times. I was not surprised to see it in a Winchell column.

Let Rough Proofs give this situ-

ation the high visibility it deserves.
J. Allan Hovey,
Churchville, Pa.

KOIL No. 1 in Omaha	HOOPER - OCT. - NOV. 1957
	2nd best KOIL station
	Mon. 36.9 18.4
	Tue. 40.8 15.3
	Eve. 48.3 20.8
AVERY KNOX REP	

A COMPLETE SERVICE FOR ADVERTISING AGENCIES

REQUIREMENT ANALYSIS SELECTION NEGOTIATION

OFFICE SPACE

JULIEN J. STUDLEY INC.

REAL ESTATE LEASING
342 MADISON AVENUE OXFORD 7-7788



On close inspection, however, they're nothing more than fictions: artificial combinations of adjacent cities each of which has its own newspaper loyalties. ■ For any such "market" no single newspaper buy can provide total coverage. The result is partial penetration, at best. ■ Not so in Erie. Because here, in Pennsylvania's 3rd city, the circulation of The Times & News (over 90,000 daily) covers the whole market, not just part of it. ■ The combination is ideal: a bona fide market, ranking high among the leaders in its state, and a medium that delivers it. ■ That's why Erie is the only logical 3rd market buy in Pennsylvania.

The Erie Times evening	
The Erie News morning	
The Erie Times-News Sunday	

←
When you think Pennsylvania, think Philadelphia, Pittsburgh —and Erie.

Merchandising 'Savoir Faire' Is Key to Honig-Cooper Shop's Success

Built on Debris of San Francisco Quake, Agency Marks 50th Year

SAN FRANCISCO, Dec. 31—The year just ended saw what was perhaps the greatest movement of clients among ad agencies in a decade or more, with many of the nation's biggest, as well as the smaller, agencies suffering from "client hopping."

In San Francisco, however, Honig-Cooper Co., one of the largest and oldest independent agencies on the West Coast, went out after new clients with the solid reassurance of a record of client loyalty hard to excel anywhere.

Honig-Cooper, which this year celebrates its 50th anniversary, bills approximately \$10,000,000 annually; it has 50 accounts and operates offices in San Francisco, Seattle, Los Angeles and New York.

Of the 24 accounts handled through the agency's San Francisco headquarters office, 14 have been Honig-Cooper clients for more than a decade and seven have been with the agency for more than 20 years, including the Wells Fargo Bank (since 1921), Canadian Pacific Railway (since 1925) and Clorox (since 1927).

Almost literally, advertising on the Pacific Coast and the Honig-Cooper Co. have grown up together, H-C having gotten its start in 1908, at a time when San Francisco was a quiet but prosperous city of 403,462 souls who were only mildly curious about advertising.

Founder of the agency was young Louis Honig, a native San Franciscan who went east after graduation from the University of California in 1898, to become a newspaper man.

Association with the *New York World* and the Hearst Advertising Service opened young Mr. Honig's eyes to what he then called "a great future in advertising," and he finally went to work for a New York agency.

By 1908, Mr. Honig decided he wanted an agency of his own. He returned to San Francisco, where he established the Honig Advertising Service in the Pacific Bldg. at Fourth and Market Sts.

Inspired by the San Franciscans who were then rebuilding their tumbled city in the wake of the disastrous earthquake and fire, Mr. Honig embarked on his own building program, aimed at the promotion of western industry and the cohesion of Pacific Coast industry through advertising.

His reporter's "nose for news" made Louis Honig one of the West's first outstanding admen. He believed that it took competent merchandising skill as well as competent advertising skill to operate a successful agency. By practicing this principle, Mr. Honig very early established a reputation as a pro-

ducer of sales.

Mr. Honig pioneered the then new field of advertising for seven years and by 1915 was able to purchase the Frank Cooper Advertising Agency. It was then, although Mr. Cooper had retired, that the "Cooper" was added to the agency's name.

Within a few short years, the Honig-Cooper roster of clients included such early advertisers as MJB coffee, Sperry flour, Ghirardelli chocolate, Californians Inc. and Associated Oil.

For 12 years, from 1929 to 1940, Honig-Cooper also served as Erwin, Wasey of the Pacific Coast.

Louis Honig died in 1938, but the organization which he founded has maintained his standards of merchandising and advertising, and at its half-century mark the agency continues to grow.

In 1948, following the death of Leon Livingston, another western ad pioneer, Honig-Cooper purchased the Livingston agency. In 1955 the accounts and personnel of the Rhoades & Davis agency also joined the Honig-Cooper family.

Today, headed by the son of its founder, Louis (Bill) Honig Jr., Honig-Cooper is proud of its ability to retain accounts as well as



CELEBRATION—Louis Honig (left), president of Honig-Cooper Co., is congratulated by Fred Glauser, 1st vp, on H-C's 50th anniversary.

Francisco vp's include Ted Krough, Eric Bellingall, W. C. Day, R. O. Davis and Robert Haumesser.

K. D. Stewart is manager of the agency's Los Angeles branch, and Warren E. Kraft Sr. directs operations in the Pacific Northwest. Mr. Kraft, who joined Honig-Cooper in 1926, is senior vp and a member of the board of directors. He has also been president of the Seattle Ad-

San Francisco Art Directors Club and was the first president of the Society of Artists & Art Directors of San Francisco.

Mr. Davis, in addition to being a company officer, is media director of the agency and secretary-treasurer of the Northern California Council of the American Assn. of Advertising Agencies. #

WNHC-TV Can't Move Transmitter, FCC Decides

WASHINGTON, Dec. 31—The Federal Communications Commission has suspended a decision which would have allowed Triangle Publications to move the transmitter for vhf station WNHC-TV, New Haven, to a new site within reach of both New Haven and Hartford.

The decision to hold hearings before permitting WNHC-TV to move was made on the basis of a protest from Springfield Broadcasting Corp., operator of uhf station WWLP in Springfield, Mass. #

Jury Named for Chicago Art Directors Club Outdoor Contest

The jury for the 26th national competition and exhibit of outdoor advertising of the Art Directors Club of Chicago has been selected. The judging will be held in Chicago Jan. 28-29. The jury includes James J. Delaney, Sinclair Refining Co.; Edward Gottschall, Art Direction; Walter R. Grotz, Marschalk & Pratt; Norman Kent, American Artist; H. C. McNulty, Batten, Barton, Durstine & Osborn; Allyn Shilling, National Distillers Products Corp.; and John H. Tinker, McCann-Erickson, all New York.

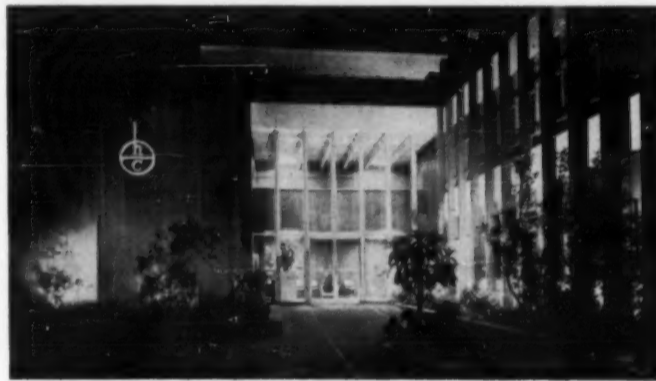
Also, Harry Chesley, D'Arcy Advertising Co., St. Louis; Paul Horstman, Potts-Woodbury, Kansas City; Stanley Schlenker, Venas & Associates, Fort Worth; Rene Weaver, J. Walter Thompson Co., San Francisco, and Robert Llewellyn, American Bakeries Co.; Loren C. Moore, Grant Advertising; Marvin Potts, Foote, Cone & Belding, and Kenneth Tauber, Cunningham & Walsh, all Chicago.

Zenith Hearing Aids Gets Bausch & Lomb Sales Help

The hearing aid division of Zenith Radio Corp., Chicago, has arranged for Bausch & Lomb Optical Co. to sell Zenith hearing aids in foreign markets. Development of Zenith's eyeglass aid has made optical goods stores a natural selling point for the hearing devices, the Chicago company said.

Bogen Sets Hi-Fi Drive

David Bogen Co., Paramus, N. J., producer of high fidelity and commercial sound systems, has started an ad campaign in major consumer, hi-fi and trade magazines. The campaign, handled by Friend-Reiss Advertising, New York, is "the largest in the company's 25-year history."



IN BUSINESS—Here is a night view of the entrance to Honig-Cooper Co.'s San Francisco headquarters which was built in 1954 with a three-story wing added in 1956.

its consistent activity in the new business field.

During the last five years, the agency has added such major clients as S & W Fine Foods, Avoset, Lejoy vermouth and brandy, Leslie salt and others.

The attractive building in San Francisco which houses the Honig-Cooper home office and staff of 89 was constructed for the agency in 1954.

However, the agency's business expanded so rapidly, that it was necessary to add a new three-story wing in 1956 and, although this provided 40% more working space, today every office in the building is occupied.

Key executives in the agency are Louis Honig, president; Fred Glauser, 1st vp, and John W. Davis, secretary-treasurer. Other San

Francisco vp's include Ted Krough, Eric Bellingall, W. C. Day, R. O. Davis and Robert Haumesser. He was the first national officer of the American Assn. of Advertising Agencies to be elected from the Pacific Coast.

Young Honig joined the agency immediately after graduating from the University of California in 1933. During his early years he worked in the media, research and radio production departments.

Later, he became an account executive and vp. In 1946 he was elected executive vp of the corporation and in 1956 was elected president, succeeding S. R. Hutton, who retired after 30 years with the agency.

Mr. Gauser, a partner in the corporation, has been affiliated with H-C since 1930, as chief art director. He was a founder and one of the earliest presidents of the San

marbles



Our sponsors have all of theirs

WHDH

50,000 WATTS - BOSTON

delivers buyers

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

You, too, can get effective merchandising help in Muncie

Mr. D. E. Robinson, manager for The Sinclair Refining Company in Muncie says, "We really count on The Muncie Star and Muncie Evening Press to help us coordinate our national newspaper advertising. Their co-operation and merchandising give us a perfect team." Why don't you use these two great newspapers covering Eastern Indiana.



The MUNCIE STAR * MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Britons Urged to Woo U.S. Share of Canada Trade Through Ads

TORONTO, Dec. 31—A 50-man Canadian trade mission to Britain is urging British business people to step up the pace of their advertising and promotion in Canada so as to win markets from U.S. goods.

Gordon Churchill, Canadian trade minister, recommended that British industries work as a team in advertising and exploit Anglo-Canadian sentiment.

"There are," said Mr. Churchill, "always those who will say that such appeals, if they contain even a small element of sentiment, have no place in business. There are others, and we are among them, who disagree and who believe that those who fail to recognize the explosive power of sentiment in business are overlooking one of its strongest weapons."

■ But Mr. Churchill warned that Anglo-Canadian sentiment should not be the sole foundation for a drive for exports by the British.

"Our tastes, our habits, our preferences, our requirements, due to our geographical location, our different climate and the influence of our proximity to the U.S., are very different," Mr. Churchill told the British. "Many of the failures and disappointments of the British exporter to our country have sprung freely from the fact that he has not examined our market closely enough before commencing operations there."

A British mission will start on a cross-country tour of Canada next spring as a sequel to the Canadians' tour of Britain. #

Gilbert Named Ad Director of 'San Francisco Examiner'

Arthur L. Gilbert, retail advertising manager of the *San Francisco Examiner* since 1950, has been appointed advertising director of the newspaper. He fills the position vacated by the death of George S. Brumback (AA, Dec. 23).

Mr. Gilbert, who at one time was co-editor of the *News Tribune*, Compton, Cal., and *Star News*, Culver City, Cal., joined the *Examiner* in 1931. His post as retail ad manager will be taken by Richard L. Alphin, who had been assistant to Mr. Gilbert.

Schram Adds Two Accounts

Schram Advertising Co., Chicago, has been appointed to handle advertising and public relations for Airtex Corp. and A&G Millinery Co., both of Chicago. Both companies formerly handled advertising direct. Airtex produces radiant-acoustical ceiling panels and systems and plans "an extensive trade advertising program for 1958." A&G operates franchised millinery departments in retail stores throughout the country and plans a program of trade ads and a direct mail campaign.

Silverberg Joins Hartman

David I. Silverberg has been named head of the research department of George H. Hartman Co., Chicago. He formerly was a research analyst for Edward H. Weiss & Co.



MADNESS—Despite the fact that it is seeking national advertising, *Mad* continues to jibe at well-known campaigns with spoofs like this on the back cover of its March issue. This ad was not placed by Parker Pen Co.

M&M Broadcasting Seeks FCC Okay of Stock Shift

The Federal Communications Commission will be asked to approve a transfer of stock interests of the M&M Broadcasting Co., owner and operator of WMBV-TV and WMAM, both of Marinette, Wis., to Superior Evening Telegram Co., Superior, Wis.

Under the proposed plan stockholders transferring their stock would receive about \$211,000, and the new interests will assume more than \$360,000 in obligations of M&M. No changes in personnel are contemplated at either of the stations, which are NBC affiliates.

Watt, Walker Join Goodman

Goodman Advertising Inc., Los Angeles, has named Milt Watt vp and Bernice (Bunny) Walker media director in a reorganization and expansion of executive personnel. Mr. Watt formerly was publicity and advertising director for Republic Studios in addition to operating his own agency. Miss Walker previously was media director

with the Harrington-Richards and Smalley, Levitt & Smith agencies.

Lewis Joins Nevins Co.

Robert G. Lewis, formerly with

the sales staff of Lord Baltimore Press, has joined Nevins Co., Clifton, N.J., as exec vp in charge of packaging development, label and folding carton sales.

come and get it!

We've got "Southern Smörgasbord," a balanced diet of **URBAN** and **RURAL** with liberal portions of permanent **MILITARY** bases and **COLLEGES**.
Second helpings? Why sho'nuff.

WNCT
channel 35
WNCN-TV



X



Fashion's a wow in Wahoo

via Air Express with exclusive door-to-store delivery!

America's so-called "sticks" are going the way of the Toonerville Trolley. From Wahoo, Nebraska, to Waites Corner, Massachusetts, today's ladies want Fifth Avenue fashions. Not tomorrow. But right now. So an alert dress manufacturer expands his sales by bringing style to small-size, big-money towns, coast to coast, overnight! And he does it via Air Express, the *only complete door-to-store air shipping service* to thousands of cities and towns!

You can expand your market in exactly the same way — no matter what you make, or where. Air Express gives you every metropolis in the nation, plus some 21,000 off-airline communities! And it's Air Express that puts at your beck and call 10,212 daily flights on America's scheduled airlines, 13,500 trucks (many

radio controlled), a nationwide private wire system, a personnel of 42,000. Yet Air Express is inexpensive; for instance, a 15 lb. shipment from New York to Fitchburg, Massachusetts costs only \$3.50 with Air Express — \$2.30 less than any other complete air shipping method. Explore all the facts. Call Air Express.



GETS THERE FIRST via U. S. SCHEDULED AIRLINES



Hector does it!

See page 70

CALL AIR EXPRESS... division of RAILWAY EXPRESS AGENCY

Pitch to Rich Boosted Imperial Sales 300%, Chrysler's Durkee Recounts

DETROIT, Dec. 31—There are many stops between serving as a forest ranger in the Rockies and selling one of America's top luxury cars on snob appeal. But Bur-

ton R. Durkee has made them all—and, his record shows, has made them successfully.

The 48-year-old graying and brush-cut Mr. Durkee is director of advertising and sales promotion for the Chrysler division of Chrysler Corp.

After seven years in the automobile ad business, Mr. Durkee began attracting national attention in 1957, when his somewhat unorthodox methods boosted sales of the swank Chrysler Imperial by more than 300% and served notice on Cadillac and Lincoln they had a worthy competitor.

While Mr. Durkee prefers to describe his sales pitch to those in the \$15,000 and above income bracket as "smart to own an Imperial," it would be more accurate

to call it "snob appeal." Mr. Durkee is making his sales pitch where the "class" business is and is unconcerned with pioneering.

In boosting Imperial sales from 10,000 in 1956 to nearly 40,000 in 1957, Mr. Durkee repeatedly has played the tune, "It's smart to own an Imperial."

He pushes this theme in what he calls the class magazines. He says anything under a newspaper page ad is beneath the dignity of the car and frowns on salesmen ringing doorbells.

"My aim is to make the customer Imperial-conscious, to impress upon him that only the really 'smart' people drive Imperials," says Mr. Durkee.

His first big move in this direction was the Imperial Ball in New York, to which only the cream of society was invited. What pleased him was that the cream of society came. There was no sales pitch, but there was an Imperial at the ball.

"If the guests just happened to admire our product, we were happy," he explained. And the sales records in the New York metropolitan district show that somebody must have been impressed.

This year an Imperial Ball in Los Angeles was a huge success. "It was strictly class," boasted a Chrysler spokesman.

Asked the purpose behind the balls, Mr. Durkee explained: "We want the Imperial to associate only with those who can afford it. If this be snobbery, let our competitors make the most of it."

The next move into the rarefied atmosphere of the money class will be a couple of golf exhibitions in Florida in January. Some 6,700 of the "mink coat" crowd at Miami Beach will be invited to the exhibition by the game's top professionals.

"A low-key commercial atmosphere of luxury," is the way Mr. Durkee explains this type of merchandising.

"There is a certain class of persons, who would never go near an automobile showroom, who are glad to attend the balls and other events where only those of their own standard of living are found," he says.

"Our invitations go only to the top of the social ladder and those considered wealthy."

While Mr. Durkee wouldn't admit it, there seems no doubt he is unhappy when some one who can ill afford an Imperial buys one "to keep up with those who can." One senses he feels this might cheapen the Imperial.

Mr. Durkee candidly says the biggest percentage of Imperial buyers earn more than \$25,000 a year. He feels, however, Imperial has yet to reach the point of social identification he desires for it.

In 1958, Imperial advertising will deal heavily with its own success story, subtly associating itself with the successful persons of the nation.

The rapid rise of Imperial sales was one of the big success stories of the automobile industry in 1957. Under Mr. Durkee's guiding hand sales tripled and would have gone higher had the company had full production throughout the year.

Mr. Durkee has no illusions about the luxury automobiles and readily admits that mechanically one is about as good as the other.

It was with this thought in mind that he conceived and developed his "smart to own an Imperial" theme.

Born in Julesberg, Colo., Dec. 6, 1909, Mr. Durkee was educated at the University of Wyoming and attended the National Academy of Art in Chicago and the American Academy of Art in Chicago.

After a brief spell as package de-



Burton R. Durkee

signer and art director for Royal Mfg. Co., Chicago, he joined Botsford, Constantine & Gardner in Portland, Ore., as production manager. He rose to account executive on several accounts, including Idaho Advertising Commission, Jantzen Knitting Mills and Oregon State Highway Commission.

During World War II, Mr. Durkee worked on the Henry J. Kaiser accounts and rose to a vp and director of BC&G.

In September, 1945, he was named national advertising manager of CVA Corp., now a division of Schenley Corp.

On May 1, 1948, he became Detroit manager for Morris F. Swaney Inc., at that time advertising agency for Kaiser-Frazer Corp. He joined Kaiser-Frazer as advertising manager in June, 1949, and later was made advertising and sales promotion manager.

He left K-F in April, 1951, to become Detroit manager of the former William H. Weintraub agency, for which he handled the Kaiser-

Frazer account until February, 1953.

Mr. Durkee became account supervisor at Maxon Inc. in March, 1954, handling the Packard Motor Co. and Gillette Safety Razor accounts.

He joined the Chrysler division in March, 1955.

Mr. Durkee has a wide variety of interests outside advertising. He is an amateur painter of talent, a better than average golfer and a small boat sailor.

He enjoys hunting, his interest in this sport dating back to his early years in the woods with the U.S. forest service. #

LNA Moves to Washington

The executive offices of Lithographers National Assn. have been moved to 1025 Connecticut Ave., N.W., Washington, D. C., from New York. At the same time the association closed its New York office and opened an eastern branch at 597 Fifth Ave., New York.

Clarke Joins F&S&R

Robert P. Clarke, former vp of Robert Orr Associates, has joined Fuller & Smith & Ross, New York, as an administrative vp. F&S&R also has transferred Kenneth E. Moore, an administrative vp, to the marketing department.



Marie does it FASTER...
complete mailings, multi-graphing, mimeographing, addressing, fill-in on multigraphed letters, planographing.
Marie keeps your Mailing List up-to-date, frees you from detail work. For rush pick-up, quick service and fast delivery CALL WAbash 2-8655.
Letter Shop
431 S. Dearborn Street, Chicago 5, Ill.



HITCH your Sales Wagon to AKRON-AREA* with just **ONE** medium

*BIGGEST ONE-NEWSPAPER CITY IN THE U.S.A.

There's more than tires rolling out of Akron, the world's trucking capital. Chrysler, G.M. Euclid Div'n., Firestone, Goodrich, Goodyear, General, Seiberling, Mohawk are among the big names here in Ohio's most concentrated area of great industrial names. Diamond Match and Quaker Oats, the world's largest fishing tackle factory and one of the largest producers of children's books and of rubber toys are here, too.



THE BOOM IS ON IN AKRON

Be sure YOU get your share!

*A \$1,169,000,000 Market with COMPLETE Coverage Daily and Sunday with ONE Complete Newspaper

Send for Your Copy

TEN TOP BRANDS IN AKRON SURVEY

A brand new Personal-Interview Survey by Dan E. Clark II & Associates, Inc., reporting the 10 Top Brands in the home and on retailer's shelves; family and market statistics. It's yours—free.



AKRON BEACON JOURNAL

Ohio's Most Complete Newspaper
STORY, BROOKS & FINLEY, Representatives
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Introducing E-Z-EAS-L

Standard Printing Company's NEW Tab-less display easel with the adhesive back!

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PART OF OUR COMPLETE ADVERTISER'S SERVICE

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... all in full color at one-press-run economy!

E-Z-EAS-L goes up in seconds—for keeps! Two adhesive strips, even stronger than the display stock itself, eliminate all need for tabs and slots. Bowed easel back keeps display flat, cuts mailing costs and production costs by letting lighter weight stock do the work of heavier display boards.

Write today for complete information on Standard's Advertiser's Service, including full art production facilities. SEND NOW FOR SAMPLES!



STANDARD PRINTING COMPANY

Dept. 26, 201-209 North Third Street
HANNIBAL, MISSOURI

'Mad' Appoints Baym Rep

Zach Baym, New York, has been appointed advertising representative for *Mad* magazine, New York, which now is accepting advertising for the first time.

MIDWESTERN PUBLISHER

Needs additional space salesman Los Angeles office for technical trade magazines. No publishers' reps. High guarantee and commission.

Box 852 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

we're looking for a

copy
group head

—to fill a key position as we enlarge our creative staff. Let's hear from you if you're well experienced in a variety of accounts and media, are an outstanding idea man and writer, can work well with others, have high creative standards to match our own—and would like to come and grow with us. Write or phone:

Creative Director

Fulton, Morrissey Company
612 N. Michigan, Chicago 11, Ill.

ATTENTION: PUBLISHER

Sales in the Midwest are of vital concern to you.

Sales in this area are our business. We have successfully represented both trade and consumer publications for 15 years. We have grown and prospered.

Now because of a recent merger we have lost one of our top publications. We would like to replace it with an aggressive publisher—one who needs sales in this all important area.

On this basis we can build together. We would like the opportunity of discussing the subject in detail.

Box 849, ADVERTISING AGE
200 East Illinois St., Chicago 11, Ill.

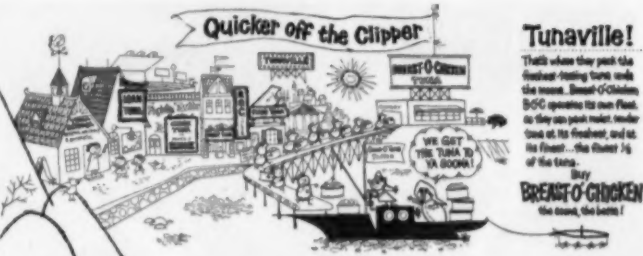
Advertising, Public Relations, Communications Problems?
Account Executive Major Agency
Qualified, Able and Ready to Help You
Creative • Experienced
Box 851, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

BIRCH

Personnel
Service,
Inc.

*The Midwest's
outstanding placement
service for Adv. • Art &
allied fields.*

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, ILL.
Central 6-5670



FRESH FISH—Breast O' Chicken will use this offbeat technique, similar to television commercials, in car cards like this one. "Quicker off the clipper" is the theme behind the campaign, created by Guild, Bascom & Bonfigli.

Tunaville!

That's what they pack the Goshawk-Feeling Tuna with the reason... Breast O' Chicken BCC opens its own fleet, so they can pack faster, tender tuna at its freshest, and at its finest... the finest is of the tuna... **BREAST O' CHICKEN** the coast, the better!

Dew Named Breast O' Chicken Head; Tuna Packer Sets 'Funnybone' Push

(Continued from Page 3) on the company's "Wanderlust" television show in four test markets, and there are plans to add additional markets. A number of merchandising tie-ins also are being considered.

All merchandising plans will be pretested before going into use, Mr. Kaner states.

Other appointments announced by Breast O' Chicken are:

W. E. (Bill) Peyton, with the company for the past ten years, will serve as assistant to Mr. Kaner, with over-all administrative responsibilities. Preston Hogue, a regional manager since 1955, has been appointed vp for

sales and advertising of the eastern division, with headquarters in Wilmington.

Wilson Edwards, former vp and general manager of KSDO, who joined the company recently, has been appointed merchandising manager, a newly-created position. Bob Chapman, controller of Westgate-California, takes on the additional job of administrative assistant to Mr. Dew.

The Breast O'Chicken field force is being revamped, and responsibilities for eight marketing areas will be realigned.

Additional advertising and merchandising plans will be announced shortly. #

Einfeld Hits 'Obsolete' Movie Ads; Urges Other Media, Unconventional Slots in Dailies

(Continued from Page 2) tool" for movies to use. "It provides us with an audience propulsion because of its personal appeal to the woman at home—a most important segment of our audience," he explained. "Drivers in their cars—a captive audience—have an emotional motivation. Radio time buying can achieve all this and more."

He also called for greater use of promotion in buses, streetcars, subways, street floats, shopping news publications, supermarket bulletins and theater phone calls.

"We should re-evaluate our whole approach to advertising," said Mr. Einfeld. "Maybe we are expending a good deal of energy on outworn methods which are obsolete. Every channel should be used but some are less effective than they used to be. Selling pictures today takes ingenuity and where it is exercised, results are excellent."

Mr. Einfeld said his studio had made one of the biggest time buys in radio in its history for "The Enemy Below." This, he said, was a saturation buy on ABC-Radio, aimed at reaching 140,000,000 people. #

Crosley Opens Sales Office

Crosley Broadcasting Corp. will open a Cleveland sales office Jan. 6 located in the National City East Sixth Bldg. The new office will represent Crosley radio and tv stations in northern Ohio, Michigan, western Pennsylvania and radio station WLW, Cincinnati. NBC Spot Sales will continue to represent WLW (TV) in Detroit. James R. Siefert, formerly national account executive for WLW-C, Columbus, O., will be in charge of the new office.

McRae Joins Roman Agency

James T. McRae has been appointed account executive of Roman Advertising Agency, Baltimore. Mr. McRae formerly was marketing manager and national advertising sales representative for the Baltimore office of Hearst Advertising Service Inc.

Borden Joins Basic Books

Frances Borden, formerly an account supervisor with Roy Bernard Co., New York public relations company, has joined Basic Books Inc., New York, as vp in charge of advertising and promotion. Laurence Jaeger continues as publicity and advertising manager.

Hartwig Displays Moves
Hartwig Displays, Milwaukee, designer and builder of industrial

exhibits, will move to its own new plant at 1325 N. Van Buren St. about Jan. 15.

THE BEST ARTISTS

for advertising or any other reproductive use, need the best photoengraving craftsmen to capture on metal the subtle excellences of their work.

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET,
AT WACKER DRIVE
CHICAGO 6, ILLINOIS
AMERICA'S FINEST PHOTOENGRAVING PLANT
LETTERPRESS
GRAVURE

... from store window to STORZ Picture Window!



...THEY DID IT WITH A MEYERCORD DECAL VALANCE

★ Here is a totally new idea in a Decal Window Valance... produced for the Storz Brewing Company by Meyercord. The design is actually a beautiful snowscape pictorial... completely integrated so that the window becomes, in effect, a "picture window" to focus the attention of the passer-by upon the Storz glass which rests gently in the frosty snow—and the Storz trade-mark above. Produced in convenient units that adapt to any size or shape store window. This unusual valance is the result of close cooperation between the company executive staff, the Storz art studio and Meyercord art and production craftsmen.

Write on company letterhead for complete information and descriptive full color brochure. No obligation of course.

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers

Dept. Q-201
5323 W. Lake St.
Chicago 44, Ill.

HOW HAPPY WILL YOU BE WITH YOUR JOB AT THIS TIME NEXT YEAR?

If you'll be satisfied, we are glad. Happy New Year! But if you feel restless, decide today whether you should join a dynamic midwestern advertising agency that gives you fullest opportunity for development, recognition—and rewards.

Our creative people express their talents in multi-million dollar campaigns for some of America's best-known brand names. Equally important, they are not chained to a commuter schedule. Many drive to work in 15 minutes. We offer immediate, exceptional opportunities to 4 aggressive, intelligent people who can add the creative touch to their work.

1. Copy Supervisor. Will have key responsibility for top-ranking packaged goods. Talent and drive to create new campaigns essential. Will gain stimulation from creative account and art co-workers. Opportunity to establish life-time reputation with multi-million print and TV budgets.
2. Assistant TV-Radio Director. Must know film production; how to get the best out of agency associates and outside studios; be capable of responsibility for all cost and mechanical production. Preferably some knowledge of music.
3. Assistant TV Art Director. Needs basic drawing ability; capacity for creative contributions to writers' conceptions; some knowledge of production.
4. Account Research Manager. Will be responsible for copy testing, sales analysis, library research, consumer surveys, name and package testing. Opportunity for young man or woman with a few years' experience to demonstrate greater capacity.

All 4 people will receive good salaries plus participation in agency growth; pensions and profit-sharing. Please write in strictest confidence to:

Box 854 Advertising Age,
200 E. Illinois St., Chicago 11, Illinois

Pay TV, Net TV, Postal Rate Hike Slated for Encores Before Congress

(Continued from Page 1)

of his responsiveness to their concern, Rep. Harris has announced that his committee will begin hearings on the toll problem Jan. 14.

The downturn in business has taken on fresh interest among members of Congress with each new report that shows declines in employment, personal income and durable goods sales. While the administration has taken the position that tax cuts are unnecessary at this time, there have been widespread signs that many members of Congress feel steps must be taken to bolster consumer buying power unless the outlook improves before many more months.

■ The impending increase in defense spending may prove to be the decisive factor which will enable Postmaster General Arthur Summerfield to finally rally enough votes to put over the 4¢ letter he has been advocating since taking office five years ago.

His rate bill raising all classes of mail remained bogged down in the Senate post office committee after passing the House last June.

Since a powerful build-up is also under way for a pay hike for postal workers, it seems unlikely that Mr. Summerfield's ultimate victory in the rate fight would result in any substantial improvement in the department's fiscal situation, which now points to a \$650,000,000 deficit for the current fiscal year.

■ Here are some of the other situations which will be coming up in the next few months which will be of particular interest to marketing people:

● **Tv networks:** Extensive congressional probes of network-station relationships were virtually completed in 1957 when Senate commerce committee and House anti-trust subcommittee issued reports calling for tighter FCC regulation, including a crackdown on such practices as option time and must buy. For the past three months FCC has been analyzing these reports, together with the extensive study submitted by a special study group under Dean Roscoe Barrow. In the coming session FCC is expected to provide Congress with specific proposals for reducing the amount of control exercised by networks over the sale of time by tv stations.

● **FCC's operations:** FCC members are uneasily anticipating hearings this spring by a special committee under Rep. Morgan Moulder (D., Mo.), which is studying charges that social and political pressures have been used to "subvert" the commission's objectivity in handling tv licensing contests. In preparation for these hearings, committee investigators have ransacked files of industry members and demanded full information about all gifts and favors received by commissioners from the National Assn. of Broadcasters and from prominent industry members.

● **Misleading advertising:** The House operations subcommittee under Rep. John Blatnik (D., Minn.) is expected to meet soon on the release of a report criticizing recent advertising for filter tip cigarettes. Later the committee may resume hearings on misleading advertising, digging into high pressure promotions for tranquilizers. In addition, the committee staff has a backlog of other materials, including examples of "misleading" comparative price advertising and even a file devoted to recent ads for dentifrices which claim to prevent tooth decay.

■ Among the other items which

can develop into news during the coming session is the proposal by Rep. Emanuel Celler to bring services, such as advertising, under the anti-discrimination provisions of the Robinson-Patman Act.

■ Although the proposal to tighten up on discounts used by business services was advanced more than six months ago, Rep. Celler is still waiting for confidential reports from federal anti-trust agencies which have been asked to comment on the idea.

The proposal was first advanced last June, after studies by the anti-trust subcommittee showed networks gave some advertisers substantially better terms than others. Rep. Celler said these discounts were not geared to any cost savings by the network, but apparently could not be challenged because of a flaw in the Robinson-Patman Act which exempts services from the ban on price discrimination.

The outcome of the drive to stop toll tv through congressional intervention won't be apparent until more information is available about shifts in congressional attitudes since adjournment.

■ When demands for anti-toll tv legislation were voiced last year, influential members including Sen. Warren Magnuson (D., Wash.), chairman of the Senate commerce committee, took the position that the commission should handle the problem.

In recent weeks individual broadcasters in many communities have been attempting to convince local congressmen that toll tv will be exceedingly unpopular with the public. A number of "stop toll tv" bills are already pending in both houses, and it should soon be apparent whether broadcasters have aroused sufficient excitement so that Congress will express itself before FCC gives further encouragement to toll tv sponsors.

Results of the drive to put over the administration's postal rate bill will hinge on Mr. Summerfield's success in getting the bill out of the Senate post office committee to the Senate floor.

In the past, Sen. Olin Johnston, the committee chairman, has successfully controlled the committee. He recently said he is more interested in a postal pay hike than in a rate bill.

When administration forces call for fast approval of the rate program, Sen. Johnston points out that several highly controversial amendments were drafted to the bill by the House, including an amendment which "limits" the loss on any individual periodical to \$100,000.

He has warned that scores of opponents will have to be heard before a decision can be reached on a rate bill. ■

EDWARD H. SANDERS

SAN FRANCISCO, Jan. 2—Edward H. Sanders, 63, former West Coast ad director of Shell Oil Co., died following a heart attack at his home Dec. 20. He had been with Shell for 25 years when he retired. For several years he was also West Coast representative of Continental Lithograph Co. Mr. Sanders was a charter member of the San Francisco Advertising Club.

WRC-TV Names James S.M.

Peter B. James has been appointed sales manager of WRC-TV, NBC-owned station in Washington. Formerly general manager of WJAR-TV, Providence, he succeeds Charles M. De Lozier, with WRC-TV since 1945, and who left recently to open his own advertising agency in Washington.



MERGED—John J. O'Rourke (left), president of John O'Rourke Advertising, San Francisco, exchanges congratulations with Coleman Clayton, head of Clayton Advertising Agency, Modesto, on the merger of the two agencies. Mr. Clayton will be Modesto manager of the new agency.

Petterson Agency Gets Polk Bros.; Predicts Billings of \$1,300,000 in '58

(Continued from Page 1)

and advertising which will make retail sales.

"I intend to apply advertising more to merchandising than has been done in the past," he said. "I plan to construct merchandising programs rather than build advertising budgets."

"For example, I will plan merchandising events for Polk for the first six months. There have been

Siebert Succeeds Petterson

CHICAGO, Jan. 2—C. Stuart Siebert Jr., vp and senior account executive in the Chicago office of Kenyon & Eckhardt, has been named account supervisor on RCA-Whirlpool Corp., succeeding Jack S. Petterson, who resigned to form his own agency. Mr. Siebert joined K&E from Weiss & Geller in 1956 and was named a vp and senior account executive last March. ■

no ads written or planned for this period. When the events are selected, we will then construct advertising, choose media and make the ads work for the events."

■ Mr. Petterson ripped into ads which build brand images, and advertising that is unrealistic and too cute.

"I am not concerned with building brand awareness or brand acceptance," he said. "Our copy will be hard-sell copy, factual copy, that is loaded with things that consumers want to know; like price and where the product can be purchased."

"The advertising campaigns for some products are dreams of copywriters who don't know what they're writing about," he said. "The ads don't tell pertinent facts. They don't tell consumers why the products are superior. Copywriters are looking too hard to develop cleverness and overlooking the obvious things."

Mr. Petterson said his agency will not be tied down to fancy tv ads which trick people into watching them. "Our tv and radio ads will tell what a product costs and where to buy it," he said. "I also intend to put price and terms in any national ads we might handle." He pointed out that Sears is mentioning price in its national ads and doing a good job with it.

"A national ad must produce results for the money it costs," he said. "I like to look at any ad as if I were paying for it."

■ Regarding problems in the hard

goods field, where he is considered an expert, Mr. Petterson said that hard goods manufacturers must develop outstanding new features each year in order to outdate and make old fashioned current products.

"When people today buy a range or refrigerator, for example, they are out of the market for these items for years," he said. "Manufacturers must convince consumers, through innovations and improvements, that appliances get obsolete after a short time."

He warned manufacturers of hard goods that Sears, Roebuck & Co. should be regarded as their strongest and most dangerous competitor. "Sears is an excellent merchant," he said. "Every time they open a new store they pose more of a threat to appliance manufacturers."

■ In some afterthoughts about his agency, Mr. Petterson said: "I haven't had time to solicit any accounts but I intend to do some pitching and I will solicit any account within reason. I haven't talked to Zenith [which moves out of Earle Ludgin & Co. this spring] but I would be interested in Zenith, although I would have to add some people and space to handle it. "I want to be a Chicago agency. There is a lot of business and manufacturing in this city. Also, there is no K&E client that will follow me to this agency." ■

Five New Overseas Offices Expand Grant's Domain

Grant Advertising, Chicago, has opened five new overseas offices, bringing to 40 its total number of offices, including the nine in the U.S. The new facilities are in Singapore, Malaya; Colombo, Ceylon; Nassau, Bahamas; and Salisbury and Bulawayo, Southern Rhodesia.

Managers of the new offices are: Singapore, Harold J. Glaze; Colombo, Reginald Candappa; Nassau, Mrs. Marjorie Prentiss, and Salisbury, David Yates. The Bulawayo office manager has not been named yet.

Burnett Names Guarch

Leo Burnett Co., Chicago, has appointed Gerard J. (Jim) Guarch an art supervisor. Mr. Guarch, for the past year an art supervisor with Beattie & Associates, New York, also has been a vp and art supervisor with Kenyon & Eckhardt, New York. Burnett also has elected Norman Houk, an art supervisor, a vp.

Ayer Departure at Avisco Seen as Du Pont Bid

(Continued from Page 1)

1957, Avisco spent about \$800,000, but it now plans to cut this budget almost in half.

Avisco produces rayon, acetate yarns and cellophane, making it directly competitive with Du Pont. It has about 25% of the rayon cord tire market.

Harry Dalton, vice-chairman of Avisco, said: "With our intention to embark on a more restricted, specialized program, Ayer should be free to use its considerable textile experience in the broadest possible manner."

■ F. A. C. Wardenburg, director of advertising for E. I. du Pont de Nemours & Co., told ADVERTISING AGE today that the company has no plans at this time to alter its agency setup. It was pointed out here, however, that Ayer could not approach Du Pont until it had shed Avisco.

Ayer got its first chunk of Du Pont business last year, after the giant chemical company announced that it was re-examining its agency setup with a view toward learning more about the multiple-agency operation. Ayer picked up from BBDO the advertising for Du Pont's paints, photographic products, dyes, fine chemicals, neoprene synthetic rubber and other elastomers.

Charles L. Rumrill Co., Rochester, handles Du Pont's tetraethyl lead and explosives.

Du Pont's total advertising budget is now in the neighborhood of \$25,000,000. ■

Whitehall Test Job Won Kolynos for Tatham-Laird

(Continued from Page 1)

Tatham-Laird. Joseph Perry is account supervisor.

Many admen were taken aback when Mr. Fatt's candid interview on the "Nightbeat" tv show (WABD, New York) led to the agency's dismissal. Interviewer Howard Whitman, trying to learn if Mr. Fatt's personal preferences jibe with his clients' products, asked the agency head what toothpaste he had used that morning (Dec. 3). Mr. Fatt said he had used Crest, a product of Procter & Gamble, which is another Grey client.

By the end of the week Grey had lost the \$300,000 account, which it picked up three years ago from the old Biow-Beirn-Toigo roster.

"I was just trying to tell the truth," Mr. Fatt said later. "I went on the show with the hope that I could do some good for all advertising by being honest and sincere and demonstrating that advertising men are business men and not screwballs."

■ Mr. Laird said today he knows nothing about another Whitehall product, Neet, which left Erwin Wasey, Ruthrauff & Ryan in October. It apparently has been assigned to a new agency, as yet unnamed. ■

Merritt-Chapman to Fairfax

Merritt-Chapman & Scott Corp., New York, has moved its account from Hoffman-Manning, New York, to Fairfax Inc., New York. This includes the company's corporate advertising, and its construction division.

Sales of Electrical Goods to Rise 1% in '58, Says NEMA

NEW YORK, Jan. 2—Lining up with the optimists, the electrical manufacturing industry predicts its dollar volume of output will increase 1% in 1958.

According to the National Electrical Manufacturers Assn., the industry expects to turn out \$21.1 billion worth of electrical products this year. This would be the third consecutive year in which the output has exceeded the \$20 billion level. In 1957 it reached \$20.8 billion; in 1956, it was \$20.5 billion. Appliance manufacturers expect to rack up sales of \$4.4 billion—a 6% increase—thus recovering more than half the ground lost in 1957, when sales dipped almost 10%.

The rising trend in sales of illuminating equipment is expected to continue uninterrupted, resulting in sales of \$953,000,000, a 6% increase for the year.

Electric building equipment and supplies, which slumped from \$714,000,000 in 1956 to \$685,000,000 in 1957, are expected to recoup some of these losses this year with estimated sales of \$692,000,000.

Nominal increases are expected in two fields: 1958 sales of insulated wire and cable are estimated at \$1.5 billion; sales of generation, transmission and distribution equipment are expected to hit about \$2.5 billion.

Not all phases of the industry expect increases, however. Manufacturers of electric industrial apparatus expect a 3% decrease to \$3.1 billion. Manufacturers of signaling and communication equipment foresee a 5% decline to \$1.3 billion. Sales of insulating materials are expected to be \$344,000,000—slightly less than in 1957. Sales of all other electrical products—ranging from Christmas tree lights to x-ray apparatus—are expected to hit \$6,233,000,000 in 1958, in comparison with \$6,218,000,000 last year.

Sales of electricity rose from 529 billion kwh in 1956 to 568 billion kwh in 1957 and are expected to reach 607 billion kwh in 1958. #

Molesworth Adds Two

National Research Corp., Cambridge, Mass., maker of high vacuum and related metallurgical research control and production equipment, and Columbia-National Corp., Pensacola, Fla., producer of atomic power reactor material, have named Molesworth Associates, New York and Boston, to handle promotion and public relations programs.



STUART PEABODY, who retired as assistant vp and top advertising executive of Borden Co. Dec. 31, has joined George Fry & Associates, New York, management consultant. Milton Fairman was named to head Borden advertising last fall (AA, Sept. 23).

Disposable Syringe Is Admiral Medical Division's 1st Item

CHICAGO, Jan. 2—Admiral Corp. has begun trade advertising in January medical publications for its sterile disposable syringe—the first product of its new hospital service division.

The plastic syringe has been marketed on a limited scale since October, when the hospital service division was founded. It is now available in more than 16 areas, and will be distributed nationally by summer.

Trade publications on the ad schedule for January are *Hospital Management*, *Hospital Progress*, *Hospitals*, *Hospital Topics*, *Journal of the American Medical Assn.* and *Modern Hospital*. R.N. will be added in February.

The hospital division, a significant diversification for the radio-television manufacturer, is located in West Chicago, Ill., site of Admiral's molded plastics division plant. Plans call for the hospital division to add other disposable plastic products in the future.

George Stern, partner and account executive at Crutenden Advertising, Chicago, agency for the division, said the trend toward disposable items has increased in the medical field recently, because they save time and labor.

Fred Petersen is in charge of marketing for the new division. John R. Siragusa is in charge of advertising for both the hospital service and molded plastics divisions. Admiral radio-tv distributors in some areas are setting up special departments to handle marketing of the syringe. #

Last Minute News Flashes

Whirlpool Buys Servel Gas Refrigerator Properties

ST. JOSEPH, MICH., Jan. 3—Whirlpool Corp. has purchased from Servel Inc., Evansville, Ind., all patents, property and equipment relating to the Servel gas refrigerator. Elisha Gray II, Whirlpool president, said the purchase price is approximately \$6,500,000; Servel paid Whirlpool \$1,600,000 to assume its warranty obligations. Whirlpool will add a line of gas refrigerators to be marketed early in 1958 under the RCA Whirlpool brand. Mr. Gray said Whirlpool already is manufacturing some gas appliances and that others are being engineered. Kenyon & Eckhardt, Chicago, agency for Whirlpool consumer products, will handle the new gas refrigerator. Servel last year sold its air conditioning division to Arkansas Louisiana Gas Co. (AA, Aug. 19, '57).

Kolynos Names Dillon-Cousins in Mexico

MEXICO CITY, Jan. 3—Dillon-Cousins & Associates has replaced McCann-Erickson as the Kolynos agency in Mexico. This gives Dillon-Cousins all of the American Home Products business in Mexico.

Knox Hat Names McKenna; Other Late News

William J. McKenna has been appointed sales manager of the Knox division of Hat Corp. of America. Mr. McKenna joined the company a year ago as acting sales manager. He was formerly sales promotion manager of Manhattan Shirt Co.

The Datran electronics division of Mid-Continent Mfg. Inc., Manhattan Beach, Cal., has appointed Gaynor & Ducas, Los Angeles, to handle its advertising. The company is a new advertiser.

U. S. drug stores finished 1957 with a record \$6.4 billion in sales, *Drug Topics* reports in its Jan. 6 issue. This is 10.5% above the previous high of \$5.8 billion set in 1956. Chain and independent drug stores had nearly the same rate of increase in '57, 10.1% and 10.6% respectively. Chain drug stores' percentage share of the total drug store market remained at 21.7%, the same as in '56, the report says.

Edwin T. McClanahan, advertising promotion manager of the *Denver Post* since April, 1956, has been appointed director of promotion and research. Alexis McKinney, who previously supervised the *Post's* public service program, now will devote full time to duties as assistant publisher.

Three executives have been named to new positions with Claude Neon General Advertising Ltd., Montreal, acquired by General Outdoor Advertising Co. last September. William H. Williamson, vp and general manager of E. L. Ruddy Co., was elected vp in charge of Claude Neon's western division, and Charles R. Brenchley, president of Williams-Thomas Ltd., Montreal, was elected vp in charge of the eastern division. Both also are members of Claude Neon's board. In addition, Jules T. Lapointe, secretary and assistant treasurer of the company, has been elected comptroller.

Winegard Co., Burlington, Ia., manufacturer of tv antennas, has moved its advertising account from Biddle Co., Bloomington, Ill., to Gourfain-Loeff, Chicago. The company expects to spend "more than \$200,000" in magazines, trade publications, network radio and newspapers this year.

James J. Hoffer, director of marketing, U. S. Industries Inc., New York, since 1956, has been elected vp of marketing. He was formerly vp and sales manager of Ames Shower Curtain Co., merchandise manager of Tectron Inc., New York, and a marketing executive with Montgomery Ward & Co. and Marshall Field & Co., Chicago.

Directors of Associated Business Publications have approved changing the name of the National Conference of Business Paper Editors to ABP editorial division.

Roger Slattery, formerly with Foote, Cone & Belding, Chicago, has joined the Chicago advertising sales staff of *Hause Beautiful*.

H. C. Brill Co., Newark, N. J., bakery products manufacturer, and its subsidiary, New England Cannery, have named Hilton & Riggio, New York, to handle advertising, effective Jan. 15. The present agency is Roy S. Durstine Inc., New York, where it was said both accounts together billed \$48,000 last year. The account went to H&R on a fee basis.

TV Guide, Philadelphia, sold a record 6,078,723 copies of its Dec. 28 issue. The previous mark was 5,951,356, set Dec. 7. The Dec. 28 issue was the first over the 6,000,000 circulation mark for the magazine, which broke the 5,000,000 point with its Jan. 7, 1957, issue.

Tighter Newsprint Cost-Price Squeeze Foreseen for '58

NEW YORK, Jan. 2—Newsprint producers anticipate that a continued rise in costs by lowered operating ratios will greatly intensify the current cost-price squeeze in 1958, the Newsprint Information Committee will report Monday (Jan. 6).

Handling the cost problem will be doubly hard, the committee says, because the mills will be striving to adjust their greatly expanded capacity to a demand lower than was anticipated.

While North American newsprint capacity will be 18% greater than at the end of 1956, the report says, newsprint consumption is expected to remain static during 1958. Lower operating ratios increase the burden of overhead for producers, it points out.

Sales forecasts, the report says, indicate that U. S. newsprint purchasing will not increase very

much, if at all, in 1958. A decreased level of general business activity is predicted for the first half. The industry looks to an upturn late in 1958 to bring annual consumption of newsprint up to last year's total.

The overseas export picture is clouded, the report says. Further increases in export shipment are said to be doubtful because of the dwindling supply of U. S. and Canadian dollars in the hands of newsprint-importing nations, and because of the expanded capacity of European mills. #

Cannam Opens Offices

Luella Cannam, formerly an account executive of WVDA (now WEZE), Boston, has opened offices for her own advertising and public relations agency at 900 Statler Bldg., Boston.

Emmart Joins Durstine

John Emmart, former merchandising manager of Italian Swiss Colony, wine producer, has been named a vp of Roy S. Durstine Inc., San Francisco.

Congress Units Told FCC Eyeing Network Rules

WASHINGTON, Jan. 2—The Federal Communications Commission has assured congressional investigators that it is moving rapidly ahead toward a decision on new regulations to prevent networks from exerting excessive power over tv stations.

In an interim report submitted to two congressional committees which issued reports last year highly critical of the networks, FCC Chairman John Doerfer reported certain policies of the networks have been turned over to the Department of Justice for consideration and that letters have been mailed out to the networks calling on them to justify others.

The letter went to the Senate commerce committee and to the House anti-trust subcommittee. It said FCC is studying the proposals for tighter control of networks issued by both committees last year, as well as a similar series of suggestions submitted by a special study group under Dean Roscoe Barrow, of the University of Cincinnati law school.

While he did not indicate which network practices were involved, the FCC chairman noted that the report of the Barrow committee had cited specific instances where networks seemed to violate the anti-trust laws or the FCC rules in their relationships with stations. Most of the instances cited in the Barrow report involved network policies which allegedly sought to influence the national spot rate charged by the affiliate.

In his letter to the congressional groups, Chairman Doerfer also reported the commission's staff is making progress on a new report devoted to practices of tv film syndicates. He said this portion of the tv study had been delayed by litigation but that the information required by the staff has recently been submitted by the leading syndicators. #

Six Magazines Report Record Ad Revenues in 1957

NEW YORK, Jan. 2—Six magazines this week reported record advertising revenue in 1957.

Newsweek has reported 1957 ad revenue at \$22,870,000, an all-time high and a gain of \$2,924,000 over 1956. The magazine claimed "the largest advertising page gain in the news weekly field," with a total of 3,350 pages, compared with 3,250 in 1956.

McCall's, with 4,047 advertising columns in 1957, realized a record \$21,700,000 ad revenue for the year. In 1956, the previous record year, the comparable figures were 3,685 columns and \$17,304,222 in revenue.

Life International's ad revenue totaled a record \$2,860,441 during 1957, an increase of some 10% over 1956. *Life en Espanol* marked up a gross billing of \$2,467,450 in 1947, up 11% over 1956.

Scientific American billed \$2,401,218 in advertising in '57, a gain of \$422,056 over the 1956 income of \$1,979,162. Total paid advertising for 1957 was 1,290% pages, compared with 1,235-1/6 pages in 1956.

Time International's gross advertising revenues for 1957 reached an alltime high of \$8,275,000, up 12% over the 1956 volume of \$7,387,500, the previous record. #

Videodex Network TV*

Dec. 1-7, 1957

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	30.7
2	Perry Como (Several sponsors, NBC)	29.9
3	Cavalcade of Sports (Gillette, NBC)	29.7
4	Wednesday Night Fights (Mennen, Miles, ABC)	28.9
5	I've Got A Secret (R. J. Reynolds, CBS)	28.5
6	Dinah Shore (Chevrolet, NBC)	27.3
7	Climax (Chrysler, CBS)	26.7
8	Danny Thomas (General Foods, CBS)	26.6
9	Playhouse 90 (Several sponsors, CBS)	26.4
10	Tennessee Ernie Ford (Ford Motor Co., NBC)	26.1
Rank	Program	(000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	10,948
2	Perry Como (Several sponsors, NBC)	10,414
3	Cavalcade of Sports (Gillette, NBC)	10,384
4	I've Got A Secret (R. J. Reynolds, CBS)	10,258
5	Dinah Shore (Chevrolet, CBS)	9,657
6	Climax (Chrysler, CBS)	9,563
7	Danny Thomas (General Foods, CBS)	9,475
8	Tennessee Ernie Ford (Ford Motor Co., NBC)	9,319
9	Playhouse 90 (Several sponsors, CBS)	9,047
10	Schlitz Playhouse (CBS)	8,965

*Homes viewing in cities where program is telecast.

Nielsen Network TV Two Weeks Ending Nov. 23, 1957

Copyright by A. C. Nielsen Co.
Nielsen Total Audience*
TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	General Motors 50th Anniversary Show (NBC)	19,858
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,169
3	Holiday in Las Vegas (Exquisite Farm, NBC)	17,263
4	Perry Como Show (Several sponsors, NBC)	17,222
5	Ed Sullivan Show (Mercury, Kodak, CBS)	15,368
6	I've Got A Secret (R. J. Reynolds, CBS)	15,203
7	Steve Allen Show (Several sponsors, NBC)	15,162
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	14,750
9	Have Gun, Will Travel (Whitehall, Lever, CBS)	14,502
10	Danny Thomas (General Foods, CBS)	14,502

PROGRAM POPULARITY†

Rank	Program	Homes (%)
1	General Motors 50th Anniversary Show (NBC)	49.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	45.5
3	Holiday in Las Vegas (Exquisite Farm, NBC)	43.0
4	Perry Como Show (Several sponsors, NBC)	42.8
5	Ed Sullivan Show (Mercury, Kodak, CBS)	38.1
6	Steve Allen Show (Several sponsors, NBC)	37.8
7	I've Got A Secret (R. J. Reynolds, CBS)	37.6
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	37.2
9	Have Gun, Will Travel (Whitehall, Lever, CBS)	36.6
10	Danny Thomas (General Foods, CBS)	36.1

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,345
2	I've Got A Secret (R. J. Reynolds, CBS)	14,214
3	Tales of Wells Fargo (American Tobacco, Buick, NBC)	13,967
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	13,843
5	Danny Thomas (General Foods, CBS)	13,637
6	Perry Como Show (Several sponsors, NBC)	13,472
7	Ford Show (NBC)	13,225
8	Zane Grey Theater (General Foods, Ford, CBS)	12,731
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	12,648
10	General Motors 50th Anniversary Show (NBC)	12,442

PROGRAM POPULARITY†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.4
2	Tales of Wells Fargo (American Tobacco, Buick, NBC)	35.2
3	I've Got A Secret (R. J. Reynolds, CBS)	35.1
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	35.0
5	Danny Thomas (General Foods, CBS)	33.9
6	Perry Como Show (Several sponsors, NBC)	33.5
7	Ford Show (NBC)	32.6
8	Zane Grey Theater (General Foods, Ford, CBS)	31.9
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	31.9
10	General Motors 50th Anniversary Show (NBC)	31.0

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities and by each program.

Trendex TV Ratings

Dec. 1-7, 1957

Fifteen Multi-station Cities

Rank	Program	Rating
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	33.6
2	Lucille Ball-Desi Arnaz (Ford Motor Co., CBS)	32.2
3	Perry Como (Several sponsors, NBC)	31.5
4	Person to Person (American Oil, Hamm beer, Time, CBS)	27.8
5	Dinah Shore (Chevrolet, NBC)	27.2
6	Lassie (Campbell Soup, CBS)	27.0
7	\$64,000 Question (Revlon, Norelco, CBS)	27.0
8	What's My Line (Sperry Rand, Helene Curtis, CBS)	26.7
9	Danny Thomas (General Foods, CBS)	26.4
10	I've Got A Secret (R. J. Reynolds, CBS)	26.0

Hersten Is Winner In Detroit Ad Group's Contest

Harry M. Hersten, lithographer from Huntington Woods, Mich., was awarded the best-of-show prize for his entry in the 1st Annual Color Print Exhibition for Michigan photographers sponsored by the Junior Advertising Club of Detroit. Second place went to Mrs. Jane McIntyre, an artist, and third prize was won by Arnold Jones, of the advertising staff of the Michigan Blue Cross.

Prize money was donated by agencies and printing companies. 100 entries were received. Judges were Bob Eddy, art director of Ross Roy Inc., Detroit; Michael Maxim, art director of Denman & Baker Inc., Detroit, and Warren W. Simpson, Detroit artist.

Minnesota Paints Boosts Two

Harold C. Hojalmen, advertising and sales promotion manager of Minnesota Paints Inc., Minneapolis, has been appointed assistant general sales manager, replacing A. L. Forsman. Mr. Hojalmen joined Minnesota Paints in 1952 and became advertising and sales promotion manager in 1954. Succeeding him as ad manager is Gerald J. Hager, who has been assistant ad manager since he joined the company in 1954.

WHDH Appoints Cheyne

Robert B. Cheyne, formerly vp in charge of sales of Allied Appliance Co., Boston, has been appointed director of sales promotion of WHDH and WHDH-TV, Boston.



RALPH L. ATLASS, general manager of WIND, Chicago, has been named Chicago vp of Westinghouse Broadcasting Co., which owns the radio station.

Ted Bates Boosts Seven

Ted Bates & Co., New York, has elected Harold J. Saz and James A. Benham vps and has named John Goodnow, Robert H. Andrews and Hugh J. Sebastian assistant vps. The agency also has promoted Frank Taubes and Willard Benner from copywriters to creative supervisors. Mr. Saz has been business manager of the tv-radio department and Mr. Benham has been an account executive.

'Steward' Changes Name

International Steward, a food caterers trade monthly, has changed its name to Executive Steward. The publication is put out by Executive Stewards' & Caterers' Assn., Los Angeles, which has changed its name from International Stewards' & Caterers' Assn. The name changes "reflect the high quality of membership found in this progressive national organization of owners and managers in all phases of the mass feeding and housing industry," according to ESCA.

Expands Readership Study

Every advertisement, two-thirds of a page and larger, in Business Week, New York, during 1958 will be "Starched." This will be the tenth consecutive year the weekly has arranged for advertising readership surveys by Daniel Starch & Staff, John M. Holden, advertising director of the magazine, said.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1918
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

the fabulous

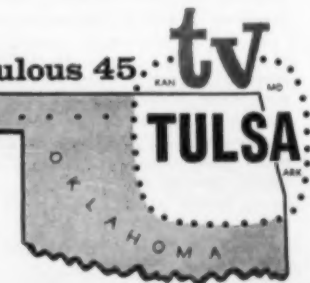


TV-TULSA covers 45 counties where . . .

AUTOMOTIVE SALES TOTAL
\$314,275,000.00*

Within the "fabulous 45" is Tulsa, 12th in auto sales in the U. S. and second in cars per capita. Auto sales in the 31 Oklahoma counties equal well over half of Oklahoma's total . . . The half you can't reach without TV-Tulsa.

you get the fabulous 45 . . . **tv** ONLY with **TULSA**



*Sales Management's Survey of Buying Power, 1957



... means

Bertsch + Cooper

... it also means

Chicago's largest, complete typographic service facilities

Type faces used are: Egyptian Expanded - Stymie Medium



Bailey Palmer Rhodes

BRANCHING OUT—Peter Rhodes has been appointed managing director of Allardyce Palmer Europe, a Paris subsidiary being established by Allardyce Palmer Ltd., London. Mr. Rhodes, an American, was most recently an executive in Paris for James Jones & Co. Shown here with him are C. J. Bailey and Peter Palmer, joint managing directors of the London agency.

NBC-TV's Refurbished 'Tonight' Prospers Again with Paar at Helm

(Continued from Page 3)

deo. But whether newcomers or established artists, the casual, flexible format and the happy audience atmosphere of Mr. Paar's "Tonight" has a way of bringing out the best in many of them.

In the offstage department, the network expedited station clearances through one simple measure: If an NBC station, because of fixed commitments or other considerations, turned down the show, it was offered to another station in the market.

■ Once the clearance problem was eased and the first audience reports were in, the sales staff could begin to push hard for fall and winter business. The strongest selling points: (1) A steadily expanding station lineup; (2) strong gains in share of audience rank in many markets; (3) a tv star who was willing to carry on "Tonight's" personal selling tradition and (4) good reviews.

Always reluctant to jump on a comeback wagon, sponsors came in very slowly at first. Then sales picked up, with products like Seven-Up, Ipana and Bufferin joining the list. By November the network was clearing a little money on a time period that had been a sustaining bog in July.

At Christmastime "Tonight" was virtually sold out, as pre-holiday schedules were set for Webcor, Westclox, Tenday nail polish and Tintair, among others.

The last count of the station lineup—it has been going up almost daily—showed a total of 93 stations carrying the show. The list included ABC or CBS affiliates in Boston, Cincinnati, Des Moines and Cleveland. This lineup represents an all-time high for "Tonight."

■ William Sargent, director of participating programs at NBC-TV, reports that "Tonight" is nearly 50% sold out for the first quarter of 1958. Biggest order for the period came from Block Drug Co., which has ordered 234 participations for four products for the new year. Polaroid Corp., an early Paar supporter, is in for another run, starting Jan. 6.

Most of the advertisers are buying the full station lineup, which costs from approximately \$6,000 per minute participation for a small buy to approximately \$4,000 per minute for a large order.

When business begins to really boom on a participation program of the "Tonight" variety, the net-

work faces the problem of trying to tie in what it considers to be an acceptable volume of commercials without losing the viewers. Because of adverse reaction to sell-out periods on the old Steve Allen "Tonight" show, the network now offers only three network commercials each half hour. This means there are a total of six network positions for sale, since the last half hour of the show is used to repeat for the Midwest commercials seen in the East in the first half hour.

■ Added to the network's three commercial minutes per half hour are two minutes for local station use and 35 seconds for station break time. It is a credit to Mr. Paar and his guests that they have been able to hold their audience in the face of so many breaks.

This is particularly true during the 12:30 to 1 a.m., EST, portion of the show, when viewers in the East have a decided feeling of being jerked away from the proceedings as stations cut away—frequently to public service announcements—from commercials they carried during the earlier portion of the show. Not knowledgeable about such network necessities as Midwest commercial repeats, the viewer is likely to feel shut out for no good reason, particularly if the "faded" commercials are live on a night when the show is going well.

The network is aware of this annoyance but hasn't figured out what to do about it. If enough viewers complain, NBC undoubtedly will try to work out some kind of improvement. But these are minor headaches. The main problem of finding a personality who can keep stations, sponsors and stay-up-laters happy has been solved. #

Milk Ad Assessment in Connecticut Is Set at 4¢

Dairy farmers contributing to Connecticut Milk for Health Inc., a new advertising-promotion agency, will be assessed at the rate of 4¢ per 100 lbs. of milk, according to Donald O. Hammerberg, state milk administrator.

Milk for Health was established by the regular state legislative session this past year and is the first statewide agency through which all Connecticut dairy farmers can contribute for advertising and promoting their product. The funds will be collected by deductions from milk checks starting in January.

Texas Dailies Show 10% Increase in Readership in Year

HOUSTON, TEX., Dec. 31—Readership of metropolitan daily newspapers in Texas increased 10% during 1957, the Texas Daily Newspaper Assn. reported.

Sunday readership showed an even greater increase, according to John H. Murphy, executive director of the association.

The report is based on studies which included interviews with 15,000 housewives in 13 major Texas cities, plus Shreveport, La.

Newspapers reach 92% of families who own homes in nine of the cities, according to completed tabulations. The dailies also reach 84% of families who rent their homes; 98% of families with incomes over \$5,000 and 84% of families with incomes under \$5,000.

In those nine cities where tabulations are complete, Mr. Murphy reported, 80% of the daily newspaper audience is adult and about 20% under 18.

The cities included in the survey are Houston, Dallas, San Antonio, Fort Worth, Corpus Christi, Austin, Waco, Port Arthur, Victoria, Abilene, Big Spring, Marshall, San Angelo and Shreveport. The complete report will be ready in January, Mr. Murphy said. #

Coleman Appoints Miller

James E. Miller has been named assistant ad manager of Coleman Co., Wichita manufacturer of outdoor appliances and home heating and air conditioning equipment, succeeding Arthur W. Boyer, who has retired. Mr. Miller, who joined the Coleman advertising department in 1952, will have charge of all Coleman outing products advertising and sales promotion in his new position.

Gibney & Barreca Gains Three

Gibney & Barreca Advertising Agency, Springfield, Mass., has been appointed to handle advertising for three companies: Holyoke Card & Paper Co., Springfield paper stock producer; R. E. Phelon Co., Springfield fly-wheel magnetos manufacturer, and Treadway Inns Inc., New England hotel chain.

THE INQUIRING ADVERTISER:

"What! I'm Missing 40% of the Market?"

Answered by John Pepper and Bert Ferguson, owners of Radio Station WDIA, Memphis

QUESTION: Why am I missing over 40% of the Memphis market, and how can I best advertise to reach—and sell—this market?

Mr. Pepper: You may well have been missing over 40% of the Memphis market—the Negroes in the Memphis trading area—if you haven't realized that this market can be sold effectively, as a unit, through one medium and one medium alone. WDIA.

Mr. Ferguson: Low Negro newspaper and magazine readership and the low percentage of television ownership among Negroes mean that the Negro cannot be reached effectively with these media. WDIA, the first radio station in this area to broadcast for Negroes only, programs exclusively to the Negro. And in its coverage, WDIA reaches 1,237,686 Negroes—over one-tenth of the Negro population of the United States!

Mr. Pepper: WDIA has the Memphis Negroes' loyalty, and it has their listenership! Within one year after its change to exclusive Negro programming, WDIA jumped to first position in overall audience in every rated time period. It has maintained top bracket ranking in Memphis year after year ever since.

Mr. Ferguson: Memphis Negroes consider WDIA their station. Its all-Negro staff entertains for the Negro alone, and exerts an unmatched personal appeal to command his unswerving loyalty!



He buys the products advertised on his station.

Mr. Pepper: The Negro has become a vital factor in the Memphis area's booming economy. He is buying more consumer goods.

Mr. Ferguson: He is buying more goods because he has a higher comparable income than Negroes in any other area in the whole country! According to a 129-city survey by one of the country's largest corporations, Memphis ranks first in ratio of total Negro to total white income. In Memphis, there is \$28.79 of Negro income for every \$100 of white income. Compare this with \$6.59 for every \$100 in New York . . . \$8.72 for every \$100 in Philadelphia!

Mr. Pepper: And last year, with total earnings of \$616,294,100, Negroes in the Memphis market spent, on the average, 80% of this income on consumer goods. Negroes buy 63.8% of all the flour sold in Memphis . . . 52.5% of the shortening . . . 45.6% of the women's shoes!

Mr. Ferguson: WDIA delivers this portion of the Memphis trading area to you as a unit! It's a ready-made audience, and a ready-made market.

Mr. Pepper: With the only 50,000 watt transmitter in the area, WDIA couples power and coverage to deliver hard-hitting sales penetration to this mass market.

Mr. Ferguson: WDIA consistently carries a larger number of national advertisers than any other radio station in Memphis. Its high-powered salesmanship has rolled up high volume sales and profits for scores of such national advertisers as Procter and Gamble, Nabisco, General Foods and Ford!

Mr. Pepper: Write us today and tell us about the product you want to sell. WDIA's unmatched combination of personal appeal and hard-hitting salesmanship can mean increased sales for you!

Mr. Ferguson: Let us show you how WDIA can deliver—as a unit—the Memphis market you've been missing! WDIA is represented nationally by John E. Pearson Company.

Commercial Manager, Harold F. Walker



YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



This is Caesar's wife.

She is above suspicion.

Let us not forget that advertising, in addition to its responsibility for selling goods, also has a public responsibility.

Both responsibilities are met best only when advertising, as Caesar's wife, is of unquestioned integrity.